CATALOGUE OF TECHNOLOGICAL SOLUTIONS FOR SMART TOURISM DESTINATIONS

Smart Tourism Destinations

SEGITTUR
tourism and innovation

2024EDITION

2024CONTENT

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1 Prologue

The fourth edition of the Catalogue of Technological Solutions for Smart Tourism Destinations published in 2024 is a reflection of the efforts, determination, work and drive of the private sector to accompany destinations in the implementation of the Smart Tourism Destinations model.

This publication has been considered a success by both public and private professionals since its initial launch and, four editions later, I do not think it would be wrong of me to assert that its usefulness is now even greater in the context of the challenges, opportunities and available financing facing us as a result of the lines of work in tourism that make up Component 14 of the Transformation and Resilience Recovery Plan, the first actions of which can now be seen throughout Spain in the different calls for tender that remain open.

At SEGITTUR, we are aware of the perseverance and professionalism of public and private stakeholders who work in destinations, contributing to their smart transformation through the tools provided by the Smart Tourism Destination model pursued by the Secretary of State for Tourism. Let us be ambitious and resolute in achieving this goal and harness the experience of working in networks that has benefitted us so much to date, placing our sector at the forefront and serving as an international reference when it comes to tourism governance.

Enrique Martínez Marín. President of SEGITTUR

2 Introduction

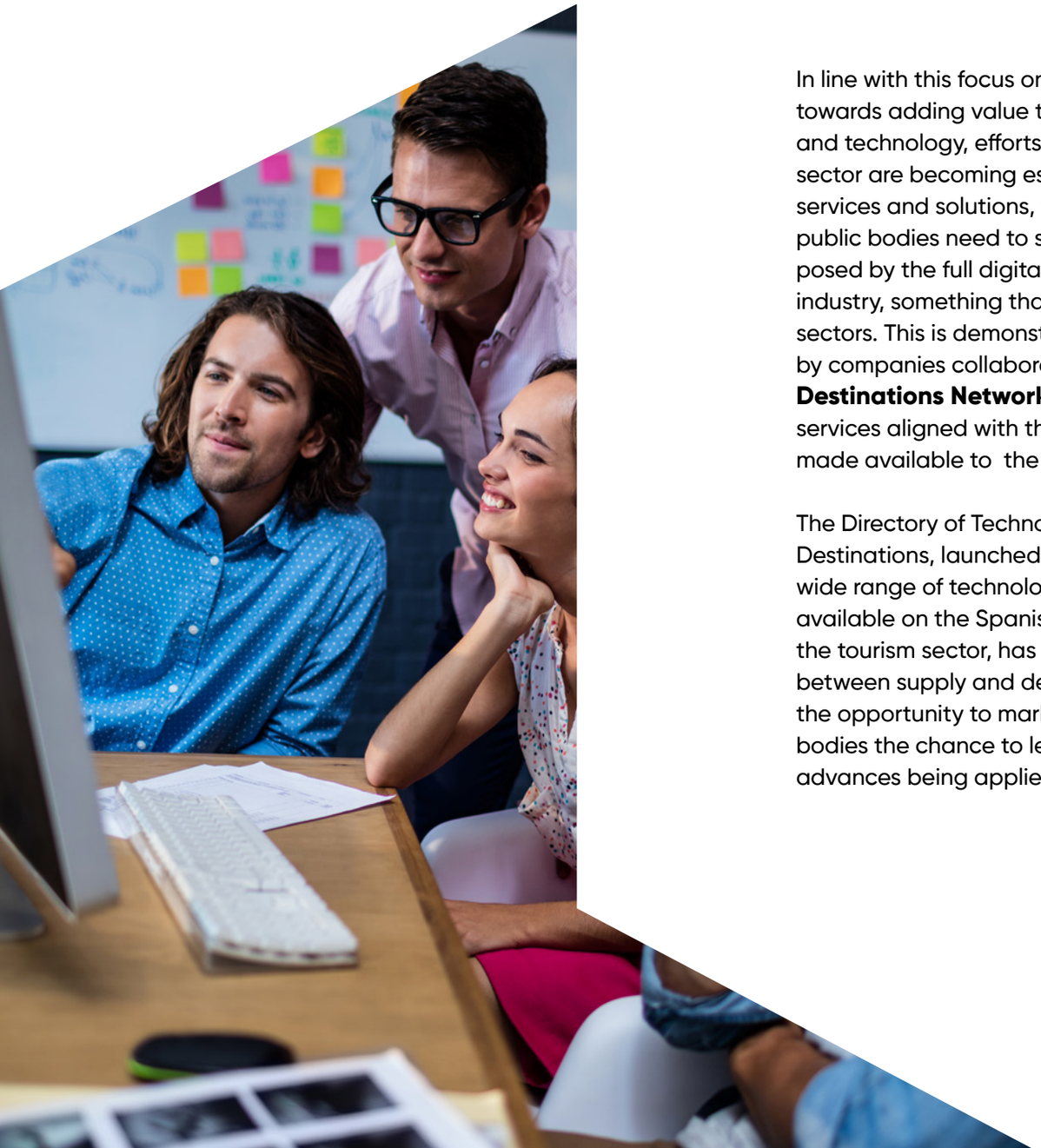
Since 2012, Spain's Secretary of State for Tourism has been overseeing the rollout of the Smart Tourism Destination project, a pioneering initiative on an international scale which is managed by SEGITTUR. It aims to help destinations implement a new model for improving competitiveness and developing tourism, and is focused on five key areas:

- **Governance**:
  Maximum public-public and public-private partnerships to ensure efficient, transparent and participative management;
- **Technology**
  New technologies applied to the management and optimisation of the destination;
- **Sustainability**
  Management of all resources to guarantee their sociocultural, economic and environmental sustainability;
- **Innovation**
  Innovation applied to processes, systems, resources and products focusing on tourism at the destination; and
- **Accessibility**
  Application of universal accessibility policies in tourist products, services and resources.

A Smart Tourism Destination is defined as an innovative tourist destination based on a state-of-the-art technological infrastructure which guarantees the sustainable development of universally accessible tourist areas, enabling visitors to integrate and interact with their surroundings, raising the quality of their experience at the destination, and improving residents' quality of life.

The Smart Tourism Destinations model and the Smart Tourism Destinations Network have become, in a very short time, the flagship for a new way of introducing tourism policy at local level, and have been taken as a benchmark by organisations such as the World Tourism Organization (WTO) and the Inter-American Development Bank (IDB).

This edition includes a total of 401 solutions and services, all categorised in line with the key areas the Smart Tourism Destinations model is based on



In line with this focus on transformation and progress towards adding value to destinations through innovation and technology, efforts by professionals within the private sector are becoming essential as, through multiple services and solutions, they provide the assistance public bodies need to successfully tackle the challenge posed by the full digitalisation within the tourism industry, something that is already a reality in other sectors. This is demonstrated through the role played by companies collaborating with the **Smart Tourism Destinations Network**, who make use of solutions or services aligned with the Smart Tourism Destinations model made available to the destinations within the network.

The Directory of Technological Solutions for Smart Tourism Destinations, launched in July 2020 to gather together the wide range of technological solutions (products/services) available on the Spanish market that could be applied in the tourism sector, has become a functional meeting point between supply and demand, providing private agents with the opportunity to market their services, and offering public bodies the chance to learn about the latest technological advances being applied to the tourism sector first-hand.

Now, this fourth **Catalogue of Technological Solutions for Smart Tourism Destinations** is a compilation of the information that companies within the sector included in the Directory of Technological Solutions for Smart Tourism Destinations. This edition includes a total of 401 solutions and services, all categorised in line with the key areas the Smart Tourism Destinations model is based on: **governance, sustainability, innovation, technology and accessibility**. Each one of the fact sheets contains both the information on the solution or service in question based on 26 revised types, as well as their possible application to destinations in a cultural and urban, beach, nature, sport or niche tourism context. The fact sheets also mention when the solution or service belongs to any of the collaborating companies that are part of the Smart Tourism Destinations Network.

Once again, we would like to thank each and every one of the managers and collaborators of the companies that appear in this Catalogue for their time, availability and active participation in creating and revising the information in each fact sheet.

3 Iconographic glossary

Iconographic glossary

Destination type

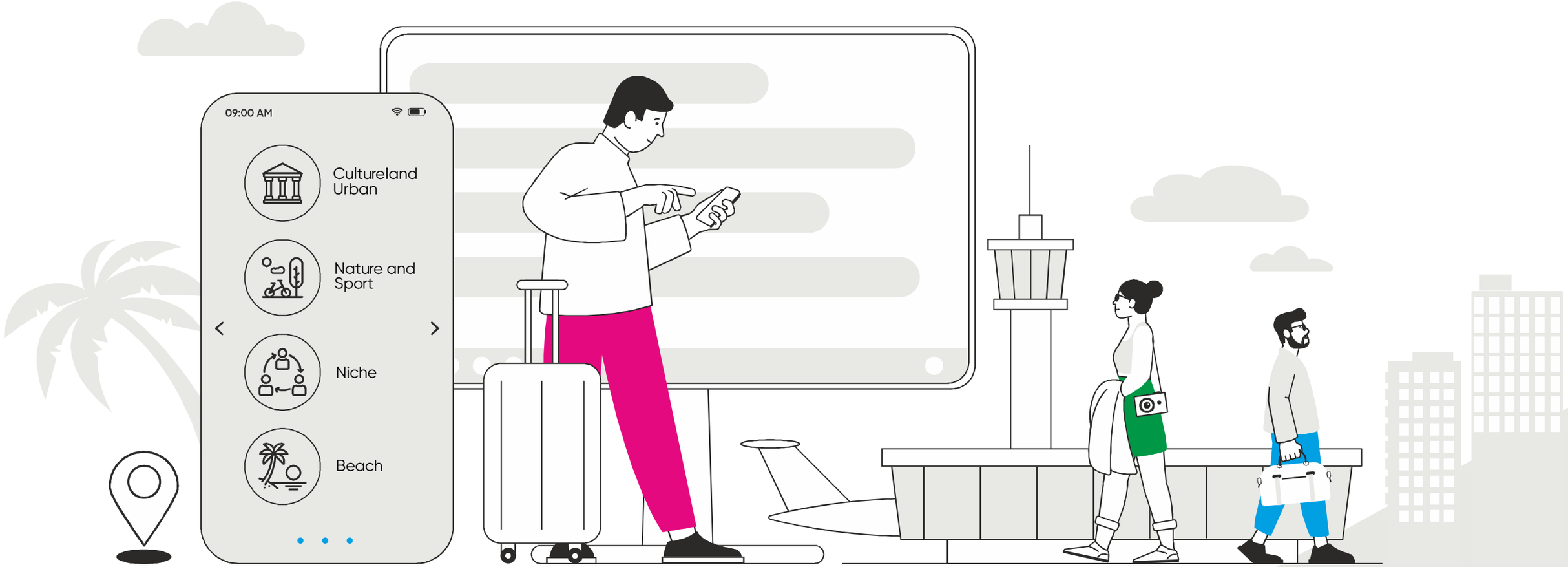
- Culture and Urban
- Nature and Sport
- Niche
- Beach

Type of solution

- Semantic Analysis Active Listening Online reputation
- Smart posters Totems Tourist signage
- Certification
- Chatbot / Natural Language Processing
- Consultancy services
- Tourism CRM
- App Development
- Portal and website development
- Drones
- Visual/virtual environments: videomapping/virtual reality/augmented reality
- Efficient resource management: water/energy/waste/ air quality
- IoT (Internet of Things) / Wearables
- Marketing/Advertising/ Promotion/Graphic design
- 2D/3D modeling/ Typhlological mockups
- Mobility/Transport
- Other Hardware / Software Solutions
- Communication/Training platforms / Webinars
- Smart Destination / Smart City platforms
- Sales/booking platforms
- Data providers
- Health
- Security/Blockchai n/Capacity control
- Monitoring
- Data analytics systems (Big data/BL, etc.)
- Geographic Information Systems (GIS)
- Wi-Fi /Mi-Fi (mobile Wi-Fi)

4 Catalogue of solutions

Catalogue of Technological Solutions for Smart Tourism Destinations



dioxinet DATA BIG makes you

ABACO INGENIERÍA

www.dioxinet.com

Since 2004, Abaco Ingeniería y Seguridad has been offering a variety of technological advances in digital transformation across different areas: Datamining, AI modelling and Engineering.
It is ISO 9001, 14001, 20001, 27001 and ENS certified

COUNTING PEOPLE ON BUSES USING ARTIFICIAL INTELLIGENCE

Mobility is one of the main concerns of cities striving to become smarter and more sustainable.

The solution offers:

- **Traveller safety**: Real-time search for weapons among travellers with image capture and immediate warning.
- **Detection** of vehicles, animals or people using the cameras already installed.
- Ability to derive insights and value from bus, infrastructure and operations data. It means automatically **collecting and transmitting** vehicle data, providing the operator with an up-to-date view of the fleet
- **Social distancing**: This solution faces the challenge of collecting insights from the cameras already available throughout the city using artificial intelligence, for more intelligent management and communication between the local government and citizens.
- Compiling insights through cameras is a challenge that requires the generation of algorithms and the training of specialised artificial intelligence models. In one of their success stories, while **respecting anonymity**, they monitor the number of people inside the buses to inform of the bus capacity at the next stop.
- As a result of the implementation, the city will have **real-time information and predictions** of the proposed indicators.
- The information will be visible through the information display system integrated with other data sources and accessible through **open data** portals.
- The ultimate goal of mobility in smart cities is **safety and quality of life**.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

AC+ CONSULTORES

www.acmasconsultores.com

Consulting company with more than 20 years of experience in the tourism sector. Its services are aimed at both private companies and public entities, of different sizes and activities.

"Q" FOR TOURISM QUALITY. SICTED

Technical assistance for the development and implementation of tourism quality systems in destinations (SICTED) or companies ("Q" for Tourism Quality certificate).

The Integrated System of Spanish Tourism Quality at Destination (SICTED) is a methodology that provides a **comprehensive and permanent quality management system in a tourist destination** with a conception of the expected results, a focus on continuous improvement and an attitude of recovery and enhancement of resources and space. SICTED seeks to ensure that there is homogeneous quality in the services offered to tourists at a destination, so that no substantial quality deficiencies are found among the agents that make up the offerings at the destination. It relies on a large team of consultants for the efficient and solvent development of projects of different sizes, with notable satisfaction both from the managers at the destinations and from the affiliated tourist services.

"Q" for Tourism Quality certificate. The "Q" for Tourism Quality certificate aims to attain maximum user satisfaction by establishing guidelines and processes that ensure the highest level of quality in its products and services. The goal is to exceed customer expectations and achieve recommendation and loyalty. Tourist companies and as well as public entities can obtain this certificate granted by the Institute for Spanish Tourist Quality (ICTE).

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

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TOURIST SUSTAINABILITY PLANS IN DESTINATIONS

The Programme of Tourism Sustainability Plans in Destinations is the Spanish tourism administration's main instrument to help with the sector's transformation. It emanates from the strategic axis of "Collaborative Governance" in the General Guidelines for the Spanish Sustainable Tourism Strategy 2030, in line with the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda.

Provision of services to local entities to design and execute the PSTD Tourism Sustainability Plan, taking into account the local needs to improve the competitiveness and sustainability of the tourism model. Technical assistance is provided for the reporting and documentation required for submission to the national calls for Tourism Sustainability Plans in Destinations.

- **Proposal** designs.
- **Drafting** of supporting report.
- **Development** of dynamics of participation for stakeholders.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

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TOURISM CONSULTANCY SERVICES

Provision of consulting services:

- **Strategic tourist** destination planning. Development of internal and external analysis, identifying threats, opportunities, weaknesses and strengths to establish the appropriate tourism strategy.
- **Positioning** studies for tourist destinations, identifying the tourist's perception of the destination to establish actions that make it more competitive.
- Design and development of **tourist experiences**. Conceptualisation, mentoring for their development.
- Conceptualisation and implementation of tourist **product clubs** of different kinds.
- Creation and compliance audit of **Tourist Routes**. Wine Routes and other product clubs.
- **Customer** experience assessment. Assessment of compliance with the standards, identification of weak points and areas for improvement.
- **Theoretical-practical training**, through courses, workshops, seminars, to improve the skills of the people involved in the tourist activity of destinations and companies.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

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SMART TOURISM DESTINATION MANAGEMENT SYSTEMS AND SMART TOURISM DESTINATION MASTER PLAN

Technical assistance for the development and implementation of management systems for Smart Tourism Destinations according to the UNE 178501 standard. The following activities are carried out:

- **Initial diagnostic**. Assessment of the destination's compliance with requirements of the UNE 178501 standard, establishing the bases for the development of the corresponding Smart Tourism Destination Master Plan.
- **Creation of documentation**. Preparation of the documentation required by the UNE 178501 standard. In this phase, the Smart Tourism Destination strategy is defined in the 5 axes: Governance, Innovation, Technology, Sustainability and Accessibility.
- **Technical assistance** in implementing the requirements of the UNE 178501 standard at the destination.
- **Internal audit** to assess the destination's degree of adaptation to the requirements of the UNE 178501 standard.
- **Technical assistance** during auditing by the certification entity, with proposals for corrective actions required for certification.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

acciónmk

ACCIÓNMK

accionmk.com

ACCIONMK has more than 18 years of experience in national and international markets.

They are specialised in market research, business intelligence, strategic marketing consulting and digital marketing.

CREATION OF A BRAND FOR A TOURIST DESTINATION

More than 20 years working in the graphic design and communication sector.

AcciónMK renders a wide variety of services focused on adding value to the destination in **communication and brand positioning.**

They offer consulting on the positioning of the brand and corporate identity. They have a global vision of the needs of companies and organisations and, as a result, offer **tailored solutions** based on experience, proactivity, multifunctionality and versatility.

Their objective is to promote a brand identity that conveys the destination's values, connecting it with the tourist; through its own identity, building a promise and a **distinctive, relevant and sustainable brand tourism experience over time**.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

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DIGITALISATION OF PROMOTIONAL TOURIST MATERIAL

AcciónMK takes over **digitalising the main information brochures of the tourist destinations** used to inform potential tourists. The main action is the design and application of new covers and back covers for informative brochures, etc.

Their goals are to:

- Redesign each of the elements in order to create a unified, coherent **graphic style linked** to the destination's graphic line.
- Digitalise each of the media, faithfully maintaining the design, layout and content of each one to facilitate and optimise their use.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

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MARKET RESEARCH IN TOURIST DESTINATIONS

In order to learn more about the market of each tourist destination, AcciónMK carries out **market research** so that tourist destinations know their market perfectly: this helps these destinations to identify the profile of their current and potential customers, understand their needs, how much they are willing to pay, how they view their product or service and analyse what separates them from their competition.

AcciónMK intends to carry out a promotional campaign for any destination, before **carrying out market research** to identify a better location, the customer's profile or their expectations. **The chances of the destination's success are thus greater**.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

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DIGITAL MARKETING FOR TOURIST DESTINATIONS

1 Website creation and design:

Creation of custom web pages with WordPress.

They create and design the website for a destination to turn it into an attractive and useful site for its current and potential visitors. They design e-commerce and landing pages for their campaigns.

2 Social networks:

The functionalities described below are divided into 3 sections that could correspond to the phases of a comprehensive management methodology of social media presence and that go from the **initial diagnosis**, to **establishing indicators and monitoring** of their fulfilment, to **management of content publication to promoting the digital tourist wealth through digital tools**:

- **Analysis of online reputation and preliminary study**: This functionality consists of performing an analysis of the current state of social media, with the aim of extracting a series of KPIs to characterise the account (the parameters will vary depending on the platform).
- **Monitoring and active listening**: Under this functionality, **terms are defined for monitoring**: the account itself or hashtags for real-time tracking of these terms: **leisure or cultural sites that tourists visit the most, where they stay, etc.**
- **Optimisation and management of content and publications**:
  - > Definition of social media strategy (targets, messages, graphic line).
  - > Dynamisation and complete management of Facebook, Instagram and Twitter profiles.
  - > Weekly content proposal.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

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TOURIST BEHAVIOUR MODULE

It captures, filters, analyses and presents all the information released on social media (Facebook, Twitter, Instagram, LinkedIn, YouTube and TikTok), means of analysis (Google Analytics) and online tourist portals (Big Data) about a specific tourist destination.

Functionalities:

- **Volume of tourism mentions** in networks broken down by origins and tourism products.
- **Progress over time** of the volume of mentions.
- **Indices of satisfaction and perception of the destination** calculated based on the semantic analysis of mentions on social media (NLP technology). Broken by origins.
- **Global Tourism Satisfaction Index (GTPI)**.
- **Tourism Product Satisfaction Index (TPI)**.
- **Perception of Security Index (PSI)**.
- **Perception of Climate Index (PCI)**.

- **Analysis of mentions by country of origin**. Broken down by regions within each country. It includes:
  1. GTPI, TPI, PSI and PCI indices.
  2. Progress over time of mentions.
  3. Volume of mentions (main products and tourist attractions).
  4. Gender and estimated age.
  5. Language and social network used.

- Analysis of mentions by tourist products. Broken down by byproducts and attractions in each family. It includes:
  1. Satisfaction rate with each product and its progress over time.
  2. Sentiment index (positive, negative or neutral).
  3. Distribution of mentions by nationalities and tourist products.
  4. Breakdown of specific keywords and tourist attractions related to each of the tourism products.
  5. Gender and estimated age.
  6. Platform used.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

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TOURISM INTELLIGENCE PLATFORM

Tool that collects, filters, analyses and represents all the tourist information captured from online tourist media and portals (Big Data), market research in the Tourism area, information from sensors and totem displays used to determine the tourist flow of a specific tourist destination, among other aspects.

The methodology used in this platform is Big Data for processing large volumes of data, automated models based on machine learning mathematical algorithms, such as regression algorithms, based on neural networks, cluster analysis, decision tree, on Bayesian networks and on PCA (Principal Component Analysis) – for a structural analysis and various predictions.

Finally, the design of **Dynamic Reports in Microsoft Power BI**, to show all the data from both the media specified and the algorithms used.

All the functionalities are in real time:

- Analysis of the tourist offerings and performance.
- Analysis of occupancy in tourist establishments, and progress.
- Analysis of bookings managed by categories and number of occupied and available places, and progress.
- Analysis of the weekly tourist demand by tourist segment, and progress.
- Amount of tourist concentration, and progress.
- Analysis of traveller opinions by holiday period, and progress.
- Monthly analysis of the employability of the tourism sector, and progress.
- Comparison of searches and arrivals according to transport, and progress.
- Comparison of searches for housing and tourist bookings, and progress.
- Comparison of searches for tourist places/segments, real tourist concentration, reservations, and progress.
- Tourism forecast, and progress.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Una empresa GovTech

ADD4U SOLUCIONES PARA GESTIÓN Y DESARROLLO

www.add4u.com

A company focused on the modernisation and robotisation of public sector procedures committed to the automation of processes and the realisation of the robotisation of public processes.

GESTDOCAI

GestDocAI Copilot, the RPA Software Robot that uses Artificial Intelligence created in Madrid that enables **public processes to be robotised and automated** in a simpler way and in compliance with all the current legislation in our country.

GestDocAI enables the quick robotisation (in compliance with all legal obligations) of all administrative procedures, the processes of electronic headquarters and guarantees regulatory compliance; this is done through a Zero Code programming system, that is, without the need for traditional computer programming, but rather the language of the administrative workers by way of a virtual assistant to develop process robotisation.

GestDocAI is present in over 100 town and city councils in Spain.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

accesscity

ADECUAL COSTA BLANCA

www.accesscity.es

Company engaged in the dissemination, diagnosis, analysis and implementation of universal accessibility in municipalities, focusing on the diversity of people with the aim of creating inclusive and safe urban environments.

PROJECT ACCESSCITY

ACCESSCITY analyses the design of tourist environments (urban environment, tourist resources, etc.) based on three key approaches: **universal accessibility, the feminist perspective and citizen participation**.

ACCESSCITY applies innovation in the analysis and diagnosis of universal accessibility in the tourist environment using its own data collection methodology and a technological tool that allows information to be extracted in real time. The main aim is to preserve the chain of accessibility throughout the entire process. The current European, Spanish and regional regulations in the field of universal accessibility are used as criteria and physical, social and functional factors of the environment are subject to analysis.

The methodology used by ACCESSCITY makes it possible to diagnose and analyse environments, provide recommendations, accompany the local administration in the implementation of actions and assess the progress made along the path of universal accessibility.

In addition, ACCESSCITY involves the target groups in its projects.

ACCESSCITY offers three types of services in tourist environments:

- Diagnosis and analysis of areas to extract tourist routes (urban environment and tourist resources) likely to be suitable in the short/medium term, following the recommendations and good practices set forth in the report as a result of the analysis.
- Diagnosis and analysis of tourist routes (urban environment and tourist resources) already established in order to make them suitable in the short/medium term, following the recommendations and good practices set forth in the report as a result of the analysis.
- Universal accessibility analysis of any party or event in the urban environment to provide recommendations in order to make it inclusive and safe and adapt it so that it can be enjoyed by all people on equal terms.

ACCESSCITY also offers training on universal accessibility to stakeholders involved in commercial areas of tourism (shops, catering establishments, etc.) with a view to them providing a quality customer service and ensuring their establishment is committed to universal accessibility.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

ADQUIVER MEDIA

www.adquiver.com

AdQuiver is a MadTech (Marketing and Advertising Technology) development company and agency that focuses on data-driven marketing to generate sales on digital and customer intelligence channels, specialising in the tourism sector.

ADQUIVER, UNLOCK THE POWER OF DATA

AdQuiver is a technology firm that promotes the travel sector through data activation.

It offers data-driven solutions to businesses and tourist destinations:

- **MADTech**: Design of data-driven technological marketing campaigns. MADTech offers a unique customer vision, improves campaign performance and reaches the target audience using full funnel strategies that unlock the entire potential of the digital channel.
  > **Solutions**: Programmatic advertising, Paid social, Paid Search and digital consultancy.

- **Data & Advanced Analytics**: Utilises all expertise to accompany customers in their transformation towards a Data-driven model. Harnessing the power of data, AdQuiver is focussed on obtaining the most relevant insights to make optimal business decisions.
  > **Solutions**: Hotel Data Platform: technological infrastructure, data activation in the advertising ecosystem. Data Analytics, Big Data and Machine Learning consultancy.

Its smart technological platform, MoirAI, drives its two lines of business. This technological infrastructure allows us to gather, store, process, analyse and activate large volumes of data generated in each area of the hotel business.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

AGENCIA MOLA

www.agenciamola.es

Agencia Mola specialises in implementing CRM solutions for tourist destinations, and in Inbound Marketing strategies for tourist destinations. Specialists in capturing and managing leads, as well as in marketing automation processes.

CRM FOR TOURIST DESTINATIONS

Implementation of CRM for tourist destinations. With **HubSpot technology**, the world leader in Inbound Marketing solutions, and as certified partners for Europe of the American multinational, they implement and develop their CRM product, adapt it to the reality of the destination and prepare it for the execution of Inbound Marketing strategies. This makes it possible to capture and manage leads, so that the destination establishes intelligent communication with more and more tourists through valuable content.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

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IMPLEMENTATION AND DEVELOPMENT OF INBOUND MARKETING STRATEGIES

They develop and implement Inbound Marketing strategies for tourist destinations and companies in the sector. They produce and manage content optimised for Inbound Marketing strategies.

With Inbound Marketing, they **customise communication** with the most interesting, destination-suited tourists, those with the greatest potential, adapting to their tastes and needs, adding value, and thus generating credibility, trust and brand recognition through direct and personal communication.

All done with technology: data management (CRM) and automation, in addition to the production of valuable content adapted to each of these target profiles.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

AIR INSTITUTE

www.air-institute.com

AIR Institute is a private non-profit research organisation, working on the promotion and development of scientific research in the field of computer science and artificial intelligence.

BALANCING TOURIST CAPACITY VIA BLOCKCHAIN

AIR Institute, winner of the Tourism Sector Challenge set by Alastria/TDDS during the T2020 Transfiere Forum in collaboration with the Consell of Formentera, has come up with a solution for managing tourist capacity. The aim of AIR Institute's proposal is to **balance tourist flows** and to promote the sustainable use of natural resources. The solution is based on a decentralised system that encourages residents and tourists to visit the least-visited areas by **using blockchain and smart contracts**.

The system works by employing oracles (a service by which a blockchain or smart contract feeds on external data outside the blockchain on which it runs) to obtain information from the Consell de Formentera's Tourism Intelligence System (TIS), where the pilot project is being carried out, and rolled out over the Alastria Network. The system is able to detect users who have changed the flow, indicating both the area and the specific incentive (establishment, event, museum, bus journey, etc.).

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

AIR INSTITUTE

www.air-institute.com

AIR Institute is a private non-profit research organisation, working on the promotion and development of scientific research in the field of computer science and artificial intelligence.

CO-APS

CO-APS is a mobile application that helps **improve confidence in tourism with regard to the spread of COVID-19** through density management on public transport and in public spaces.

The CO-APS platform implements mobile technology to compile anonymous user data, open data on cities and third-party service data to provide relevant information on crowds and density to public transport operators and city authorities.

CO-APS is the result of a project co-financed by the European Institute of Innovation & Technology (EIT), an organisation of the European Union, within the Horizon 2020 Programme. Its development involved AIR Institute, the Polytechnic University of Catalonia (UPC), UITP (International Association of Public Transport), Sparsity Technologies, Karditsa, the city of Istanbul, Sofia Development Association, EGTC Efxini Poli – Network of European Cities for Sustainable, and TMB (Transports Metropolitans de Barcelona).

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Allard producciones

ALLARD PRODUCCIONES

www.allardproducciones.com

Allard Producciones presents 3D Virtual Reality since 2016, a virtual tour format that has been a great revolution in recent years.

Anyone in the world can now visit a space with virtual reality glasses and walk through its facilities as if they were there.

DIGITALISATION OF SPACES AND EXTERIOR VIRTUAL TOURS WITH LASER

Allard Producciones has the latest laser technology in virtual reality for the **renderisation of outdoor and indoor spaces**.

Using this technology, it is possible to virtually tour beaches in any town, as well as mountain routes, making them available to tourism managers on their website, stands at fairs or social media platforms.

A widely used resource is the digitalisation of the historical centre and showing the streets, shops and services in the area. This tour can be fed with multimedia information, videos, links, photos, and descriptions to generate a complete experience.

Football fields, castles, museums, exhibitions. Everything within reach of a single click and anywhere in the world.

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DRONE RECORDING

Drone recording in **city centres, beaches and places where people concentrate** is increasingly accessible to professionals with a flight licence.

Allard Producciones has had professional pilots since 2014 and flight licences throughout Spain.

They are experts in destination videos for tourism, promotional campaigns and events.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Allard producciones

ALLARD PRODUCCIONES

www.allardproducciones.com

Allard Producciones presents 3D Virtual Reality since 2016, a virtual tour format that has been a great revolution in recent years.

Anyone in the world can now visit a space with virtual reality glasses and walk through its facilities as if they were there.

DESTINATION VIDEO, AUDIOVISUAL PRODUCTION

Allard Producciones produces effective videos, and advises clients on how to choose the most appropriate video, by thoroughly analysing their audiovisual communication needs.

The internet is full of videos and Allard Producciones helps to disseminate any destination's professional video using the **right tools** to get the highest number of visits.

With original music, professional speakers, project storage service.

They are specialists in:

- Drone recording.
- Creation of documentaries.
- Destination videos (tourism, gastronomy, sports, routes, underwater routes, culture, etc.)
- New communication formats: including trips with production equipment, nautical material, influencers, restaurants, beaches.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

AMADEUS IT GROUP SA

www.amadeus.com

They create solutions that help airlines, airports, hotels, railway companies, search engines, travel agencies, tour operators, tourist destinations, tourism activities and other major players in the travel industry to improve the travel experience on a global scale.

AMADEUS DISCOVER

Amadeus Discover is a simple and efficient platform that allows tourist destination managers to recommend to travellers and locals the main activities as well as many other lesser-known activities in the area.

This tool allows small and large tourist destinations to digitalise the recommendation of activities, and facilitates the digitalisation and distribution of SMEs that offer local activities.

With this solution, the managers of tourist destinations will offer a better experience to their guests, at the same time that they increase the reservation of activities for the SMEs at the destination.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

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AMADEUS DMI DATA

Amadeus DMI Data is a constantly evolving group of products and services based on the next generation of Big Data technology and the most detailed global data set available on the market.

It is designed with the goal of helping Tourist Offices to access real, updated and detailed information, on which they can base their strategic and tactical decisions for sustained management.

The suite of solutions integrates the most relevant Amadeus Travel Intelligence data sets. Thanks to Amadeus' position as a global market leader, these together account for hundreds of millions of annual air transactions:

- Travel searches performed in Amadeus online agencies. Demand, the travel dates and the duration of the trip sought.
- Reservations made in Travel Agencies of the main GDS (Amadeus + Saber + Travelport). What reservations have been made, the travel dates and the trip length.
- Offer of air capacity. The seats that the airlines are going to put on the market in the next 12 months.
- Traffic to a destination: estimation of travellers between different cities of origin and destination.
- estimated arrival of travellers in the next 6 months to a destination.

collaborating member
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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

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AMADEUS DIGITAL ADVERTISING

Amadeus media is the leading data-based digital advertising platform, with extraordinary experience in programmatic advertising, and in managing campaigns in all its phases (end-to-end solution).

Amadeus media helps tourist destinations to successfully reach and convert millions of travellers, and is supported by Amadeus experts, specialists in the online agencies market, airlines, metasearch specialists, and the entire chain of value of the trip.

There are different advertising channels through which Amadeus media can impact what we call the ideal traveller, the one that the destination wants to attract:

- Display campaigns: thanks to the vast network of Premium Publishers and private advertising agreements, they make sure that content is shown only to relevant users, according to the established segmentation criteria.
- Social media campaigns: campaigns on social media enable segmenting based on sociodemographic criteria. Amadeus Media adds an additional value to these criteria, the intent: the campaign is shown to travellers with the profiles defined by the destination who have searched for a trip in the last 60 days.
- Video campaigns: channel that is increasingly used for travel inspiration, both in branding campaigns and on social media. Video is an essential component that Amadeus media proposes to destinations.
- B2B campaigns in travel agencies: thanks to its exclusive agreements, Amadeus can run campaigns in more than 100,000 travel agencies across 195 countries around the world. It is a unique channel to impact one of the most influential channels for travellers when they choose a destination.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

AMAZING UP
!NNOVACION PARA EL TURISMO

AMAZING UP- INNOVACIÓN PARA EL TURISMO

www.amazing-up.es

Company with wide experience in the use of cutting-edge technologies to create new business opportunities in the tourism market. It develops interactive technological solutions for revitalising tourism and trade bringing added value to its customers.

TOURIST GUIDE APPS WITH AUGMENTED REALITY

This company develops **mobile app guides for tourist destinations, museums and unique sites** that use augmented reality content and elements of gamification to make tourism experiences more attractive.

At Amazing Up, they have extensive experience in creating interactive guides for use on mobile phones, a much more impressive and, in the long run, cheaper alternative to classic audio guides.

In all their applications, they have achieved great results among the public, who value the ease of use and the great wealth of content on their mobile devices, which makes the visit more attractive and interesting. In addition to photographs and video, both in conventional and 360° format, and high-quality audio, they incorporate impressive Augmented Reality and Virtual Reality videos. These can be developed in several languages.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

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VIRTUAL CHATBOT ASSISTANT

A 3D avatar that can be tailor made to the characteristics of the Smart Tourism Destination, installed on an interactive totem, capable of interacting with visitors as a chatbot, providing information about points of interest, products or services, as well as giving advice on care for the environment, best practices and sustainability.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

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GEMS - DIGITAL SIGNAGE SYSTEM

GEMS (Simultaneous Multimedia Broadcast Manager) is a digital signage system that allows **multimedia content to be relayed** to multiple display devices with their corresponding separate scheduling. This makes it possible to broadcast previously validated content, as well as the automatic switching on and off of devices with autonomous offline operation. It allows multiple validated users with to be registered with different roles. It is available for both stand-alone monitors and video wall monitors.

The main objective of GEMS is to offer the option of controlling the reproduction of multimedia content in large spaces with **multiple monitors using several devices**.

Using a combination of hardware and software, the manager is able to relay and receive data to and from devices connected to the local network, which can be quickly identified, as well as creating and modifying groups of devices.

Using intuitive browsing and a simple and friendly reproduction manager, users can quickly set up the devices, requiring minimal physical maintenance and receiving their status from a single centralised server. The main use reflected in this document is desktop type.

Content can be planned hours or days in advance using a **calendar**. This content can be previewed using the application before being released to the different displays. This content must have previously been uploaded to the Content Manager (CMS).

The first time the application is used, it will give the user the option to complete a quick guide that, in five steps, will help understand the most important sections and quickly set up the first startup of devices and the application itself.

From the users' PCs, a variety of multimedia content will be sent to a group consisting of several monitors distributed along the visitors' route via a CMS.

Users can use content manager type software, facilitating the **real-time relaying of data** to these displays either individually or in groups, as well as the option of scheduling the transmission of content using a time scale system.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

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360º TOURISM PRODUCTS

A **VR video reports channel** on YouTube called Amazing Spain 360. These point-of-view videos travel through different destinations presenting topics such as how regional dishes are prepared, how nougat or wine is produced, how olive oil is extracted, sports activities, etc.

They generally focus on the most important tourist resources in each destination through a report with a presenter, but they are filmed entirely in 360º VR with augmented reality content and point-of-view perspectives of the people doing the activities, for example, a chef in a restaurant.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

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Company with wide experience in the use of cutting-edge technologies to create new business opportunities in the tourism market. It develops interactive technological solutions for revitalising tourism and trade bringing added value to its customers.

MANAGEMENT SYSTEM FOR POINTS OF INTEREST WITH PHYSICAL GPS

This platform has been designed with the management of information on points of interest and the devices responsible for disseminating this information to users, such as beacons or geozones, in mind. The information about these points of interest can be viewed on mobile devices, as well as the option of generating views for LED panels located on roads or in business establishments.

The platform's functionalities are as follows:

- Management of users and businesses/POIs. The online platform has two different types of user:
  1. Administrator (SuperUser): Responsible for monitoring, creating or deleting users, businesses or advertisements.
  2. Users (User): they can amend a business or add, modify or delete an advertisement from the business in question.

- Management of GPS devices (beacon, etc.):
  1. The system allows a variety of beacons to be created, without a set limit.
  2. Keys can be introduced by the dozen when checking the beacon on mobile apps.
  3. The system allows for the Key, Alias and Asset Beacon data to be updated.

- Management of points of interest.
  When creating a business, the Name and Sponsor data is inserted in three languages. Description in three languages, tax ID number, address, GPS location, selection of whether it is active as well as the option of attaching an image.

- Management of point of interest/business advertisements:
  1. **Advertisements**: Advertisements are created within a business/point of interest to add information.
  2. **Advertisement** creation: A user can create an advertisement linked to a business within the advertisements section of that business.
  3. **Editing the advertisement**: The user can change an advertisement by clicking on the "Update" button
  4. **Advertisement removal**: A user can only delete advertisements from the business they are assigned to.

- Management of the link between location devices and points of interest they are aimed at.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

ANOVA IT CONSULTING

www.anovagroup.es

Anova IT Consulting is a technology consulting firm specialised in the development of e-commerce solutions, training, technical assistance for Public Administrations for the management of technological development and consultancy programmes for digital transformation and business growth.

APP FOR CITIZEN PARTICIPATION FOR REPORTING URBAN ISSUES

Anova IT Consulting has developed Avisa, **a mobile app that helps citizens participate in communicating incidents to the town council**.

- Avisa is an app that permits citizens to inform the town or city council of incidents from a smartphone.
- It allows them to easily report issues such as broken street lights, potholes or full litter bins.
- In less than one minute, users can indicate the type of issue and add a photo of the incident, which is logged and geolocated.
- Avisa automatically locates the incident on the city map, automatically transferring it directly to the corresponding councillors and departments in the town council so it can be resolved.
- Avisa thereby provides a single channel forincident reception, which reduces the costs associated with incident management.

Objectives:

- Foster active citizen participation in improving municipal management.
- Achieve unified incident management from a single online control panel that can be accessed from any device with the necessary permits,
- Automate internal incident management processes in the council.
- Develop a historic record of incidents geolocated and classified according to type and importance, which allows the local council to:
- Prioritise improvement actions.
- Conduct periodic analyses on the progress of the number and types of incidents, thus facilitating decision-making.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

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DEVELOPMENT OF TOURISM APPS. APP FOR THE TOURISM DEVELOPMENT OF AN AREA

Anova develops **digital solutions and mobile apps** with the aim of launching a digital guide through which users can access tourist information and stay up-to-date with the range of products and services in the area.

The solution consists of a **management tool** whereby all the roles and entities participating in the ecosystem are parametrised:

- System configuration.
- Content management.
- User management.
- Report visualisation.

For its implementation, Anova is responsible for establishing functional requirements adapted to the particular needs of the area, the design of the solution's look and feel, the development of features and provision of content.

Prior to implementation, thorough testing is carried out and training provided for the various agents who will manage the solution. Naturally, Anova supports the customer after its launch with a maintenance service to resolve any system issues.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

anova
Consulting Technology Innovation

ANOVA IT CONSULTING

www.anovagroup.es

Anova IT Consulting is a technology consulting firm specialised in the development of e-commerce solutions, training, technical assistance for Public Administrations for the management of technological development and consultancy programmes for digital transformation and business growth.

DEVELOPMENT OF VIRTUAL ASSISTANTS

Development of virtual assistants that combine digital support with human support and static information to offer the best service to citizens, providing the best user experience and a 24/7 service.

Able to attend to more than 15,000 consultations daily with a 97% effectiveness in the responses, and all in real time and with a completely human appearance.

The main advantages are as follows:

1 Assistance design is done visually by moving objects in a fundamentally graphical application that allows reasoning according to the ultimate meaning of the user's needs.

2 Capacity for developed dialogue. If it receives complete information about the topic of interest, it will provide the information designed, and if it receives partial information, it will proactively request it using an appropriate dialogue.

3 If the assistant is waiting for a particular dialogue, it is able to remind the user if they go off at a tangent or launch another query by way of a parenthesis.

4 Situations in which the citizen is disappointed by the quality of assistance are minimised, as the assistant almost never responds in a totally unrelated way. If there is no planned response, the assistant can respond by explaining aspects related to the query about which it does have information. In this regard, if the citizen doesn't manage to find the information they want, the assistant will be asked to search for it, and the organisation can rearrange the content of its website to provide this type of information.

5 Quality reports on the performance of the assistant, detailed by dialogue status and by session. These include an indicator table by type of query made to the assistant. Without this type of solution only information related to the duration of the visit, or the pages visited can be obtained; never about whether the website content or information was found by the user.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

anova
Consulting Technology Innovation

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DEVELOPMENT OF VIRTUAL IMMERSIVE CONTENT

Anova IT Consulting works on the **conceptualisation, creation and development of 360º videos for virtual glasses and mobile phones**, adapting the content to the needs of each customer and each objective. Likewise, it uses video gaming technology to generate the spaces where the immersive content is projected.

360º videos, also known as immersive videos or spherical videos, are video recordings where a view in every direction is recorded at the same time, shot using an omnidirectional camera or a collection of cameras. During playback on normal flat display the viewer has control of the viewing direction like a panorama.

VR videos and immersive virtual reality achieve a **greater impact** on your customers, as this experience allows you to virtually reproduce real-world conditions in different business processes such as training, selling services, predicting consumer behaviour, demonstrations of product manufacturing processes for international fairs, events or congresses.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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Consulting Technology Innovation

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SMART CCTV SYSTEM

The smart CCTV system performs a series of automatic actions **by itself**, improving and enhancing security in all environments in which it is implemented. The system also makes it possible to obtain other relevant information for the implementation of security plans through algorithms:

- Profiling of **minor criminal actions** in CCTV controlled scenarios that make it possible to create an algorithm for understanding the scene at a low level and guides for understanding people's behaviour.
- **Automatic detection** of criminal actions making it possible for the observer to create alerts through image processing to generate the visual environment, presence of objects and recognition, monitoring and control of suspicious activities.
- Management of alerts and their communication to security forces, recording of the event and real-time display and map of actions to combat the event detected.
- **Crime prevention**, as the system has not only been developed to detect suspicious events, but also learns from them to detect patterns that allow the prevention of potential criminal actions in the future.
- Occupancy control and parking surveillance.
- Counting (people, cars, estimated room occupancy).
- Crowd detection.
- Automatic tracking of suspects.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

ANYSOLUTION

ANYSOLUTION

www.anysolution.eu

A cutting-edge SME that develops strategic initiatives and projects for Smart Cities, Smart Tourism Destinations, etc.

When it comes to Smart Tourism Destinations, its services include:

- Developing the Smart Tourism Destinations strategy
- Creating and presenting local and international proposals
- Software development

collaborating member
Smart Tourism Destinations Network

NADIA DTI

Data is a key element in speeding up the transformation of cities as it improves decision-making. It also allows the status of a destination to be checked in real time, as well as making predictions and running simulations based on historic data.

The Smart Tourism Destinations strategy is based on the acquisition and analysis of data that allows for intelligent decision-making based on an action plan defined by a complex set of indicators. The information needed often either doesn't exist, is incomplete, or depends on lots of different departments, and there is no system or method to gather and store the data. Smart Tourism Destinations management goes through three stages:

- **Diagnosis**
- **Implementation**
- **Follow-up**

NADIA DTI is a **tool aimed at the managers** of Smart Tourism Destinations; a central point for the collection of all the information needed to develop indicators by gathering and analysing the data acquired. NADIA DTI follows UNE 178501 standard, guaranteeing proper destination management.

NADIA DTI provides destinations with a monitoring tool that also allows initial diagnoses to be performed, and the important indicators to be focused on. It is a multi-user solution that allows goals and targets to be set. The destination's management team can thus divide up the monitoring and supervision tasks for each indicator.

Its powerful dashboard, divided into categories, uses a traffic light system to indicate how close each goal is to being met. Moreover, thanks to its powerful graphics system, users can see how indicators evolve over time, or check real-time information about their status. The tool allows different Smart Tourism Destinations to be compared, objectives and targets to be set and the correct strategy to be established.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

APP&TOWN

APP&TOWN

www.appandtown.com

Technology-based company founded with the aim of creating innovative products that add value to society. Two founding values:

1 Universality: following principles of Universal Design.

2 Social welfare: "Smart City" concept with use of technology to improve life.

APP&TOWN COMPAGNON

Innovative door-to-door navigation system that allows people with reduced mobility to use public transport independently. The system includes: route planner, guidance, monitoring and assistance.

- **Route planner**: finds transport, lines, stops, interchanges, pavements and pedestrian crossings.
- **Guidance**: from a mobile app, the user receives instructions adapted to their personal abilities.
- **Monitoring**: the system proactively informs about incidents that may occur during the journey.
- **Assistance**: the user can request help simply by pressing a button.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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APP&TOWN INDOORNAV

Accessible communication system that provides information about the space where the user is located, its characteristics and possible routes to take.

- The Content Management System (CMS) stores the information.
- The user receives **personalised information** on their smartphone, as well as information on their surroundings and directions.
- Objects are identified through **beacons**.
- The CMS is managed through a web application.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility
- Technology

TYPE OF DESTINATION

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APP&TOWN MUSEUM

Accessible communication system that provides information about the objects in an exhibition while guiding the experience.

App&Town Museum includes:

- A content management system (CMS).
- A web application to manage users and beacons and **create itineraries**.
- A mobile application where users receive personalised information about the objects on display, their surroundings and directions.
- Bluetooth beacons to identify locations and objects.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

AR VISION 2049

www.arvision.es

Company with over four years' experience and the first in Europe to introduce Augmented Reality into a mass advertising format. Thanks to its experience with the public administration, it has developed CultuAR, a unique tourism project, generating a true "Smart Tourism Destination".

CULTUAR

CultuAR is a free-of-charge solution for tourists and locals. Based on Augmented Reality technology, it offers real-time dynamic and interactive content. It highlights resources and points of interest, in addition to any digitalised information on tourist destinations. It thus becomes a virtual information office for the destination.

Currently, **CultuAR** includes more than 250 municipalities throughout Spain, and is the first community of tourist destinations with augmented reality in Europe.

The solution works without an internet connection, and meets needs such as audio guides, digital or physical information panels, or other peripherals used to provide information. All services are unified in the users' mobile device, resulting in a significant decrease in the carbon footprint and offering an environmentally responsible solution.

Thanks to **CultuAR**, augmented reality technology is at the service of users covering unmet needs. Proof of this are the geopositioning bubbles that indicate points of interest close to the user's position, the projection of three-dimensional holograms that bring together information on the point of interest and the virtual reconstructions of archaeological sites, monuments or any other heritage asset.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

gvSIG asociación

ASOCIACIÓN GVSIG

www.gvsig.com

Specialists in the development and implementation of computer solutions for geographic information management, spatial data infrastructures, geoportals or map viewers, geographic information systems. They work with free software and international standards.

TOURISM GEOPORTAL AND GEOGRAPHIC INFORMATION MANAGEMENT PLATFORM

GvSIG Online, **municipal platform for geographic information management.** Tourist geoportals and much more.

All the studies show that more than 80% of the information handled by a municipality has a geographical component. The municipal reality is manifested in the territory. gvSIG Online is the ideal solution for territory management, a solution that can be applied to practically all the areas of local government: tourism, town planning, environment, etc.

The platform makes it possible to easily catalogue, locate and share information through web map viewers (called geoportals), both internally (restricted access information) and with citizens. Thanks to its licence to use it **has no limitations**, so you can generate as many geoportals as you would like. It is implemented in organisations around the world, from city councils to supranational entities.

Using gvSIG Online, it is possible to **adapt the tourist inventory to the regulations (UNE 178503)** to represent the different layers of GPS data.

This solution, technically called Spatial Data Infrastructure (IDE), is also a basic infrastructure for the implementation of a Smart City, and can be integrated with other municipal systems or platforms, such as the file manager.

Also, it facilitates compliance with the European Directive INSPIRE and LISIGE, its transposition into Spanish legislation; both pieces of legislation refer to access to public geographic information.

The solution includes gvSIG Mapps, an app for geopositioned **data collection in the field**, which works online and offline, fully integrated with the Spatial Data Infrastructure.

Institucional member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Innovation
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

ASOCIACIÓN GVSIG

www.gvsig.com

Specialists in the development and implementation of computer solutions for geographic information management, spatial data infrastructures, geoportals or map viewers, geographic information systems. They work with free software and international standards.

GVSIG MOBILITY: MULTIMODAL ROUTE PLANNER

Solution aimed at promoting **sustainable mobility**. It includes the web solution (geoportal and management platform) and apps for Android and iOS.

It features tools to **calculate multimodal routes** with options to select different modes of transport (urban and interurban bus, commuter, long-distance, metro, tram, bike sharing, own bicycle, walking, taxi), including options such as time of trip, maximum transfers, maximum walking time, etc. Features tools for managing transport on demand.

It considers the business logic with travel restrictions between different operators and allows access to the information they provide: stops, schedules, etc.

Institucional member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

AT MOVILIDAD

www.atmovilidad.com

Aplicaciones Turísticas en Movilidad is a ten-year-old Aragonese startup. They are specialists in:

1. Development of tourist information apps for mobile devices.
2. Audiovisual productions.
3. Development of websites and online stores.

APPS FOR TOTEMS

App for totem displays, native apps for Android with all the information on the municipality, heritage assets, shops, restaurants, accommodation, etc.

From the content manager, the council can modify, register or cancel the data in the app.

They can also post **news** so that all citizens and visitors can be up-to-date with all the local activities.

Screens can be provided. These are touchscreen devices for both **interior and exterior** use, with anti-vandalism systems.

Totem displays are monitored to prevent possible system misuse.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

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DEVELOPMENT OF TOURIST INFORMATION APPS

Native apps for Android and iOS with all the information on the municipality, heritage assets, shops, restaurants, accommodation, etc.

They include a system of interactive routes.

Their app solutions have **push notifications** for events and news, as well as an incident system.

Access to a content manager is provided, which the council can use to modify, add/remove data, post news in real time, etc.

All information points have images, texts, geolocation, etc.
In addition, they can link to phone calls, web, ticket sales, etc.

Their apps also offer an **incident report** system, which people can use to send a photo and geolocation of the incident to the council.

There is also an online reservation system for events, museums, sports facilities, etc.

And to complete the service, they offer a platform for collecting satisfaction surveys and data processing.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
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Aplicaciones Turísticas en Movilidad is a ten-year-old Aragonese startup. They are specialists in:

1. Development of tourist information apps for mobile devices.
2. Audiovisual productions.
3. Development of websites and online stores.

DEVELOPMENT OF WEBSITES AND ONLINE STORES

They develop websites and online stores integrated with the apps. Through a single content manager, the city council can modify, add/remove data from the app and the website simultaneously.

Online stores access a **shopping cart** where the store can add unlimited references, with photos, text, offer, detailed price, etc.

Each online store manages its own orders. Merchants also have access to their own payment gateway.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS
- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

AT MOVILIDAD

www.atmovilidad.com

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1. Development of tourist information apps for mobile devices.
2. Audiovisual productions.
3. Development of websites and online stores.

CORPORATE AND INSTITUTIONAL VIDEOS

They produce promotional videos for institutions and businesses.

They intersperse beautiful images taken with a **drone** with images taken with a **fixed camera** to give more agility to the videos.

They record in 4K, with the latest equipment and qualified pilots.

Videos with music and header.

Voiced by professionals.

With the images of the promotional video, they create specific short videos for promotion on social media.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
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IMMERSIVE 3D VIDEOS IN 180° FOR VR GLASSES

They produce videos in virtual reality, and offer a totally immersive experience that transports viewers to **different moments and places, feeling sensations almost as real** as if they were there.

Videos recorded in 3D and 180° (8K) can be watched on a computer, mobile phone or TV. But for a more complete experience, users should watch them with VR glasses.

The company also produces tourist videos in 360° and 8K, for a truly immersive viewing experience.

Videos are experiences for modern and unusual promotion of destinations, activities, etc.

They have the latest technology.

collaborating member
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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

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VIRTUAL TOURS WITH 360° PHOTOGRAPHY

They offer two types of virtual tours.

For locations, where based on an overhead image with a drone, they include marks of the different locations in 360°, as if it were a **virtual map**. Each mark leads to a new 360 photograph showing each location in detail.

For closed spaces. Through calls, they move from room to room, in 360°.

Virtual tours can incorporate material available to the client such as video, sketches, audio, web addresses, etc.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Atlantis Technology NT

ATLANTIS TECHNOLOGY

www.atlantistecnologia.com

Atlantis Technology is a consulting and technological services company with experience at different levels of public administration and in the private sector. If offers heterogeneous knowledge and experience for each new tourism project and initiative.

WANDO EXPERIENCES

Wando is a **tourism intermediation platform for destination leisure experiences** which aims to ensure that all the information generated on the platform, combined with that which can be obtained from other public and private sources, can add value to this knowledge through data analysis processes. It is also a tourist-oriented marketing platform, promoting multimedia communication.

The digital commercialisation of experiences means that destinations have access to extremely valuable information, covering topics such as consumer patterns, the geolocations of these experiences, and when experiences are, or will be, taking place. This information can be **viewed through business dashboards**, used with **artificial intelligence** to create virtual assistants or systems that provide recommendations, with machine learning for systems that predict demand based on season or pricing, or with blockchain, applying smart contracts to hiring processes or the charging/payment of commissions. The only way to highlight these technologies is from the perspective of an integrator between supply and demand. It offers marketing, purchase management and enjoyment of experiences through individualised QRs, so that you can identify where the purchases come from.

Wando stands as an intermediation system with a completely technological vision of the marketing process of experiences for:

- **Destinations/Tourist Boards:** channelling promotional actions to complete the tourist's customer journey (discovery-buy-enjoy).
- **Hotels:** integrating the platform on its website to market experiences in the hotel or the nearby area.

Experience companies: a platform to centralise the commercial offer of experiences.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

AVIVAE
CONSULTORÍA, AUDITORÍA Y SERVICIOS DE ASESORÍA

AVIVAE SOLUCIONES ESTRATÉGICAS

www.avivae.com

AVIVAE is a consulting firm specialised in tourism with extensive experience and know-how in comprehensive strategic solutions for the public and private tourism sector.

MANAGEMENT OF TOURIST DESTINATION MANAGEMENT ENTITIES

Comprehensive management of tourist destinations based on governance and sustainability, creating participation structures for tourism agents and implementing high added-value projects. **These projects will promote and position the destination in the tourism sphere**, and generate wealth and attract quality tourism.

- Design of the destination's development goal-based roadmap. Technical, administrative and strategic project coordination in order to achieve the expected results within the expected deadlines and according to the budgeted resources.
- Implementation of development projects involving all internal and external agents.
- Technical coordination, approving the actions within the established deadlines and performing follow-up and assessment.
- Administrative-financial coordination, monitoring the recruitment and justification process.
- Management of project communication and awareness raising.
- Control and analysis of the degree of successful execution and the achievement of goals, as well as the detection of deviations and implementation of preventive or corrective measures.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

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AVIVAE SOLUCIONES ESTRATÉGICAS

www.avivae.com

AVIVAE is a consulting firm specialised in tourism with extensive experience and know-how in comprehensive strategic solutions for the public and private tourism sector.

IMPLEMENTATION AND MAINTENANCE OF TOURISM QUALITY SYSTEMS

Implementation of quality systems in tourism companies and entities with the aim of achieving **customer experience excellence**, while providing the necessary tools to improve internal management.

- SICTED, Quality System of Tourist Destinations.
- Tourism Quality.
- Design and implementation of its own quality manuals adapted to the needs of companies and destinations.
- Mystery customer.

collaborating member
Smart Tourism Destinations Network

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TECHNICAL OFFICE FOR IMPLEMENTATION AND MONITORING OF TOURIST PLANS

Design and adoption of mechanisms for the implementation and monitoring of **destinations' tourism strategy and plans and projects**; control of action implementation, overseeing the fulfilment of the indicators and assessing their impact.

- Implementation planning.
- Identification and engagement of agents and preparation of participatory scheme.
- Dashboards for the analysis of the degree of execution and impact.
- Contingency plans.
- Social reporting of results.

collaborating member
Smart Tourism Destinations Network

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TOURISM PLANNING: STRATEGIC PLANS, TOURISM SUSTAINABILITY PLANS

Strategic planning is a key axis in tourist destinations. As a result, Avivae develops plans that make up the short- and medium-term roadmap with specific and measurable objectives and milestones. With each project, they thoroughly study the essence of the territory to prepare the **diagnosis, strategy, action plan and monitoring system** according to its needs. The involvement of direct and indirect agents, the in-depth study of the potential areas and the alignment with the 2030 Agenda and with the objectives of Spain's Recovery, Transformation and Resilience Plan are core axes when carrying out these projects.

These are projects intended to increase the competitiveness of the business and public sector, improve the visitor experience and the quality of life of residents.

- Strategic Tourism Plans: identifying the starting situation, characterising the destination and developing an action strategy, to raise the destination's profile.
- Tourism Sustainability Plans: in charge of the entire process.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

Baldrick & Munitz SL
Assessorament i Consultoria

BIM CONSULTORS

www.bimconsultors.com

BIM Consultors is a consultancy firm specialising in economic, tourism promotion and territorial development.

PROA

PROA is an innovative software aimed at improving accessibility in the tourism sector. It provides tools for **assessing accessibility in different tourist spaces** and determining the **improvements that can be made** to promote inclusion:

- This is not only approached from a regulatory perspective, but also based on **user experience**.
- It does not represent a snapshop, rather a dynamic tool that allows improvements to be made in tourist destinations and thus detect how the destination's accessibility changes and improves.

PROA works in three steps:

1. Registers companies and public agents interested in working towards accessibility and valuing their spaces.
2. Allows users to add and assess the accessibility of their tourist spaces.
3. Provides detailed reports on spaces, highlighting the areas for improvement.

It is a key tool for tourist destination managers who are interested in improving the visitor experience, **determining the degree of accessibility in real time of their resources and serving as a reference in accessible tourism. PROA** is a living initiative that is in constant evolution.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

BIOSCORE

www.bioscore.info

Bioscore helps destinations to become more sustainable with Bioscore sustainability certification and consultancy in the form of its management software, a 360º sustainable management system.

The company democratises sustainability and digitalises consultancy.

CERTIFICATION OF SUSTAINABLE DESTINATIONS

Bioscore promotes sustainable destinations and offers travellers the option of choosing a location that employs sustainability criteria. Bioscore provides destinations with the necessary tools to **manage their sustainability** in an efficient and easy manner.

The sustainable destination certification process starts with the comprehensive assessment of the destination's current situation in terms of sustainability. A strategy is developed to cover key areas and specific actions to be implemented. The actions established above are performed and indicators defined to measure the progress made and results of the actions implemented.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Sustainability

TYPE OF DESTINATION

TYPE OF SOLUTION

BeAmbassador
BRAND AMBASSADORS SOLUTIONS

BLOGSTERAPP AMBASSADOR

www.be-ambassador.com

A software development company that has created BeAmbassador, the leading platform for Employee Advocacy. Businesses and companies in the tourism sector can use it to turn their teams, collaborators and associates into brand ambassadors.

BEAMBASSADOR

BeAmbassador is the leading platform in Employee Branding with which businesses and companies in the tourism sector can turn their teams, collaborators and associates into brand ambassadors.

But why are brand ambassadors the solution?

Numerous studies show that employees are the most influential spokesperson to communicate corporate content, since 92% of people trust the recommendations of their acquaintances more than those made by a brand on social media.

In addition, the content shared by these people generates **up to 10 times more engagement** on social media than that of brands, and they generate up to 8 times more leads than those generated through traditional marketing strategies.

One of the key pieces of BeAmbassador is its content repository. There, the company makes segmented content available to its network of ambassadors for each group of people, which they can read and share on their social media in just a few clicks. The scope of this content is multiplied and generates greater acceptance and credibility on social media, since it is shared by people who are part of the company.

Other keys to BeAmbassador's success are its options for catalysing and gamifying ambassadors.The platform is equipped with several modules that are 100% dedicated to this goal: ambassador ranking, challenges, competitions and, of course, incentive system.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Boldest
Premium Interactive Maps

BOLDEST

www.boldest.io

At Boldest, we improve the marketing and sales of tourist destinations and products through Premium Interactive Maps integrated into websites or digital campaigns.

INTERACTIVE PREMIUM MAPS

They improve the marketing and sale of tourist destinations using interactive web maps and routes. This is all achieved effortlessly, using the content already available.

Via a web service, tourism professionals can autonomously convert their **promotional tourist content into a visual, dynamic and captivating experience for their websites and digital marketing campaigns.**

Travellers do not have the benefit of time and expect to be inspired to make their next trip an immediate, attractive and intuitive experience. The reality, the status quo, involves information being dispersed across different sources and in outdated formats: endless galleries and texts, deep web trees, PDFs, etc.

The objective is to simplify the traveller's access to this information in a seamless way, using interactive maps and routes online; while the destination can harness all its content, turning it into veritable digital assets: photos, videos, routes (gastronomic, mountain biking, hiking, etc.) that are presented in an attractive and functional way.

The result: This improves the traveller's experience, reducing costs (existing resources are used and leveraged) and increasing the income and brand value of the Destination.

- Dynamic and unlimited generation of interactive maps with a UX focussed on the marketing of products and tourist destinations.
- Mechanism to embed maps into existing websites or share them on social media.
- Behaves similar to an app when accessed from a mobile phone, without the friction of having to download/install it.
- Combined support for venues, hiking/biking routes and multi-day circuits.
- Multimedia galleries depicting tourist resources.
- Integration with Google StreetView and 3D.
- Instant content filtering by categories.
- Integration of booking engines, pricing and CTA buttons.
- Facilitates public-private collaboration with the involvement of private tour operators.
- Quick generation of Landing Pages from maps to share on social media or other types of digital marketing campaigns and/or links via QRs.
- Easy-to-use online management panel.
- Integration with Google Analytics and GTM: generating information on sessions and page views, content interaction, retention times, bounce rate, etc.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

BOSCH

BOSCH

www.boschsecurity.com

BOSCH is a leading global provider of technology and services, employing approximately 410,000 people worldwide. As a leading IoT company, BOSCH offers innovative solutions for smart buildings, cities and territories.

ANALYSIS OF ROAD MOBILITY IN TOURIST DESTINATIONS USING ARTIFICIAL VISION

System for analysis of mobility on wheels (vehicles) in tourist destinations based on **video cameras that incorporate artificial vision algorithms for the automatic classification of vehicles and** its subsequent processing: intensity, occupancy, average speed, behaviour at intersections, etc.

The road mobility information generated by the smart cameras is sent to a physical control centre, and/or to **mobile devices such as smartphones or tablets**, for easier work of traffic and mobility managers and improved response times. The data can also be integrated into city platforms or tourism CRM. The system facilitates real-time response through voice messages, access opening/closing or management of **information panels**.

Applications or use cases:

- Basic object classification (4): pedestrian, motorcycle, car, lorry.
- Advanced object classification (6): pedestrian, bike, motorbike, car, bus, lorry.
- Mobility analysis at intersections.
- Use of the bike lane (capacity, speed).

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

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ANALYSIS OF THE USABILITY OF PUBLIC SPACES THROUGH ARTIFICIAL VISION

The success of public spaces in a city does not depend only on the area they cover, **but on their use and recognition by citizens**. In this proposal, the term "Usability" is applied to public space as the correspondence between the **number of users and the percentage of occupied area**, and the physical conditions of the space, as they show how the space responds to the needs of people through the decisions made in its design.

The smart artificial vision systems designed and manufactured by **Bosch make it possible to take reliable measurements 24 hours a day and 365 days a year, and to differentiate between people, bicycles, motorcycles, cars, buses or lorries**, which provides an exceptional empirical system for city managers. Other systems for measuring the number of people and the occupancy percentage (such as the analysis of the geolocation of mobile terminals, whether by Bluetooth, Wi-Fi, or 3G/4G/5G connectivity) are based on population estimates. Therefore, they do not offer data with as much information and precision as artificial vision. However, the possibility of integrating data from different sources will always bring greater richness to the project.

Thanks to the **Privacy Mode** in Bosch smart cameras, they can be configured as **video sensors that protect personal data** and, consequently, be deployed in public spaces without the need for permission from video surveillance committees: the purpose of these video sensors is not security; it is the **measurement of anonymous movements** in an area of the smart city or territory.

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- Sustainability
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AIR QUALITY IN THE CITY

Equipment for measuring air quality in certified tourist destinations for **Indicative Measurements according to European Air Quality Directive 2008/50/EC, and maps of dispersion of air quality**.

The equipment measures very precisely the main gases and particles that affect the air quality of cities: **NO2, O3, SO2, CO, PM2.5, PM10, temperature, pressure and relative humidity**. The information is sent to a **management platform**, where the levels can be consulted. The data can also be **integrated into city platforms or tourism CRM** and can be displayed on information panels for tourists.

With the data from the air quality meters, the topography of the city, the weather data and the behaviour of traffic, a high-resolution, real-time **dispersion map of air quality is created**, with a precision of 5 metres and 1 hour. With this model it is possible to know **how each pollutant is dispersed throughout the city**, how it will change in future or identify how much traffic influences total pollution.

Applications or use cases:

- *Knowledge of outdoor air quality in real time for:*
  - > Tourist use
  - > Sports
  - > Citizen use
- Map with dispersion of each pollutant throughout the city
- Air quality forecast for several days ahead
- Influence of traffic on total air quality

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
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CONTROL OF CAPACITY IN TOURIST SPACES THROUGH ARTIFICIAL VISION

Smart capacity control system based on **video cameras that incorporate artificial vision algorithms to count people** who cross a virtual line or who remain in a certain area or zone, either in a **building or in an outdoor space.** The capacity information generated by the smart cameras is sent to a physical control centre, and/or to **mobile devices such as smartphones or tablets**, for easier work of facility managers and improved response times. The data can also be **integrated into city platforms or tourism CRM**.

The system facilitates real-time response through voice messages, door opening/closing or management of **information panels**. Bosch's solution makes it possible to apply a **privacy filter** at source, i.e. in the camera itself, before the image is sent or stored, thus guaranteeing the **compliance with personal data protection legislation**.

Intended for:

- Conference and congress centres.
- Historical and religious buildings.
- Shopping and leisure centres.
- Museums, cultural venues.
- Stations, ports, airports.

Other features:

- Quantification of pedestrian flows.
- Crowd detection.
- Occupation of evacuation routes.
- Detection of people running.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

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MANAGEMENT OF CAR PARKS/ PARKING THROUGH ARTIFICIAL VISION

Smart parking management system in tourist destinations **based on video cameras that incorporate artificial vision algorithms to detect the presence of vehicles, either at the entrance of a car park (entry and exit count), or space by space (free/occupied).**

The free space information generated by the smart cameras is sent to a physical control centre, and/or to mobile devices such as smartphones or tablets, for easier work of municipal managers. The data can also be **integrated into city platforms or tourism CRM**. The system facilitates real-time response through voice messages, access opening/closing or management of information panels.

Applications or use cases:

- Warnings due to illegal parking:
  - > Double parking.
  - > Pedestrian zones.
  - > Roundabouts and islands.
  - > Stop only, or limited time.
  - > Emergency vehicle access.
- Management of parking pools:
  - > Entry/exit control.
  - > Control by parking space.
- Control of regulated spaces:
  - > Loading and unloading.
  - > Reduced mobility.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

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IMPROVEMENT OF ROAD SAFETY IN TOURIST DESTINATIONS THROUGH ARTIFICIAL VISION

Road safety analysis system in tourist destinations based on **video cameras that incorporate artificial vision algorithms** for the **automatic detection of traffic incidents** that may pose a risk to pedestrians and drivers, and the city's infrastructure. All these incidents will be sent as alarms to a physical control centre, and/or to **mobile devices such as smartphones or tablets**, which facilitates the work of traffic managers, and improves response times.

The data can also be **integrated into city platforms or tourism CRM**. The system facilitates real-time response through voice messages, activation of light signs, or management of **information panels**.

Automatic violation detection:

- Driving in the wrong direction.
- Access to restricted area.
- No U-turn.
- Change of direction not allowed.
- Parking in drop-off area.
- Jumping a red light.
- Not respecting a Stop sign.

Improvement of road safety:

- High speed travel.
- Detection of pedestrians on the road.
- Detection of cyclists at intersections.
- Detection of vehicles in pedestrian areas.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

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TRAFFIC EMISSIONS MODEL

Model to determine the **CO_2, NOx and PM** emissions caused by vehicles in the city.

Combining the data on the volume of vehicles in the city, the types of vehicles, their motorisation, their emission standard and their dynamic driving behaviour (speed and acceleration), a model is created that indicates the real-time emissions of CO_2, NOx and particles produced by traffic in a **spatial range of 20 metres**. This makes it possible to microscopically identify the city's **critical points for emissions** associated with traffic, or determine how much traffic contributes to total pollution and implement measures to reduce these emissions.

The data can also be **integrated into city platforms or tourism CRM**.

Applications or use cases:

- Knowledge and control of vehicle emissions:
  - > Detection of street segments (maximum 20 metres) with the highest CO_2, NOx and PM emissions
  - > Identification of the percentage of city's air quality accounted for by traffic.
  - > Quantification and identification of the causes for which traffic emits more pollutants
- Assessment of traffic light coordination for continuous flow of vehicles
- Calculation of probability that vehicles will stop, and its duration in the different segments
- How tourist seasons influence emissions

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

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SMART SECURITY IN TOURIST SPACES THROUGH ARTIFICIAL VISION

Smart security system based on **video cameras that incorporate artificial vision algorithms** for the automatic detection of incidents, such as **entry or exit from an unauthorised area, loitering, abandoned and/or stolen objects, people running, exceeding the maximum permitted capacity, etc**.

Alerts generated by smart cameras are sent as alarms to a physical control centre, and/or to **mobile devices such as smartphones or tablets**, which facilitates the work of security managers, and improves response times. The system facilitates **real-time response** through voice messages, door opening/closing or management of illuminated panels.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

BRAINTRUST
La fuerza de creer

BRAINTRUST CONSULTING SERVICES

www.braintrust-cs.com

A consultancy firm that works to support the tourism ecosystem, helping national and international destinations to position themselves in their search for a green, sustainable and digital strategy, defining and implementing viable, measurable plans in the short, medium and long term, and transforming the tourism model.

collaborating member
Smart Tourism Destinations Network

STRATEGY AND VALUE PROPOSITION FOR SMART TOURISM DESTINATIONS

Braintrust focuses on travellers' trips from start to finish, improving experiences, satisfaction and recommendations, encouraging tourists to return, and increasing their spending. This boosts local economies, protects tourism capital and brings regions together, with sustainability as the goal.

Solutions are tailored for each customer, responding to very specific needs and making each project unique:

Strategies and Tourism Development

- Offices to design, implement, implement, assess and monitor next-generation plans
- Strategic sustainable tourism plans
- Creating and supporting a report to fund SETUR's programme of sustainable tourism plans for destinations
- Destination commercialisation and promotion strategies
- Marketing plans
- Repositioning the destination's brand
- Premiumisation strategies
- Creating a product club
- Product design, launch and testing
- Communication plans
- Deseasonalisation policies
- Plans to attract and develop MICE tourism

Destination experience

- Design of the traveller experience.
- Review, update and revitalisation of products
- Diversification of tourist attractions
- Training models and plans

Digitalisation and Transformation Strategies

- Analysis and implementation of augmented reality solutions.
- Design of user experiences and modernisation of apps.
- Development of tourist management dashboards.
- Gamification strategies.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

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A consultancy firm that works to support the tourism ecosystem, helping national and international destinations to position themselves in their search for a green, sustainable and digital strategy, defining and implementing viable, measurable plans in the short, medium and long term, and transforming the tourism model.

TOURISM INTELLIGENCE TO OPTIMISE THE MODEL

The company helps measure data and turn it into smart information to better manage new models of tourism, providing information to facilitate the implementation of different actions, and generating a thorough, useful knowledge of the reality and opportunities in a given destination, making all local residents participants in the model.

They boost collaborative models that help promote the circular economy and local industry/activity, always with a focus on residents, and their relationship with tourists.

They define and implement smart, high-quality tourism procedures to assist with decision-making:

Optimising the tourism model

- Studies on coexistence and residents' opinions.
- Research into co-governance and public-private participation.
- Analysis of new post-COVID traveller trends.
- Studies on the consumer habits of travellers in destinations.
- Identifying and categorising groups and profiles.
- Tourism competitiveness and revitalisation programmes.
- Studies on diversifying areas, broadening the appeal of the destination.
- Benchmarking prices, products and services across the whole of the destination's value chain.
- Developing loyalty programmes.
- Analysis of the opportunities offered by the destination, and new business niches.
- Sizing, segmenting and profiling travellers by place of origin.

Data research and intelligence

- Tourism and sustainability observatory.
- Analysing traveller satisfaction and recommendations.
- Studies on brand image and position.
- Managing and optimising flows within the city.
- Analysing the socio-economic and environmental impact tourists have on the destination.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

CA & Asociados
STRATEGY CONSULTANTS

CA&ASOCIADOS CONSULTORES CANTABRIA

www.caasociados.es

CA&Asociados is a strategic consultancy firm based in Santander, Spain. It offers independent advisory services on regional and local planning, tourism marketing and the application of new technologies to tourist promotion.

REGIONAL OR LOCAL TOURISM MARKETING PLAN

CA&Asociados helps in the process of reflection on strategy and actions for the positioning of a tourist destination. With participatory formats, they have carried out numerous strategic planning projects, an area where proximity and independence - with total neutrality in the selection of suppliers and technologies - are key to providing a good service.

They offer **assistance at every stage of management**: – from strategic planning, selecting priority products and markets, establishing the right positioning, to defining a technology strategy or "martech". CA&Asociados are pioneers in the publication of the first Marketing Tech Stack for a Tourism Authority in Spain.

In addition, they provide technical assistance in administrative contracting processes.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

CA & Asociados
STRATEGY CONSULTANTS

CA&ASOCIADOS CONSULTORES CANTABRIA

www.caasociados.es

CA&Asociados is a strategic consultancy firm based in Santander, Spain. It offers independent advisory services on regional and local planning, tourism marketing and the application of new technologies to tourist promotion.

TOURIST SUSTAINABILITY PLANS IN DESTINATIONS

CA&Asociados provides technical assistance for local authorities interested in designing a Tourism Sustainability Plan. With extensive experience collaborating in tourism planning projects that include support for contracting processes, the team at CA&Asociados has been entrusted with projects including but not limited to the 2023-2025 Tourism Sustainability Plan for Comillas, one of the leading tourist destinations on the Cantabrian coast.

The dedication of consultants specialising in tourism strategy helps to **align the Sustainability Plan** with the town's objectives, ensuring that the demanding requirements of the sustainability strategy are fulfilled, including in terms of citizen participation and speed of implementation.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

calidadenred

CALIDAD EN RED

www.calidadenred.com

Calidad en Red is a young consulting company for professionals and businesspeople, whose philosophy is to provide a face-to-face and online, agile and highly professional service in Quality, the Environment, Occupational Risk Prevention and Innovation.

ADVICE, TRAINING AND ASSESSMENT FOR SICTED – TOURISM QUALITY IN DESTINATIONS

Adapted to new technologies, Calidad en Red offers its services online, as well as in person, with the aim of providing clients with a useful and operational employment relationship.

- Implement and maintain the SICTED model, Integrated System of Spanish Tourism Quality at Destination and Companies.
- Conduct a study of the destination so that the implementation of SICTED in the destination is the one that best suits its needs.
- Advice, training and assessment relating to SICTED, by videoconference and face-to-face.
- Update the contents of the SICTED platform. Correct and updated management of the work platform.
- Prepare and participate in improvement groups and destination improvement projects.
- Analyse destination satisfaction surveys.
- Help to prepare reports of the submissions for SICTED Awards.
- Fortnightly follow-up meetings of the SICTED project by videoconference.
- Promote the implementation of good practices in advanced management of SICTED.
- Improve the tourist sustainability of the destination from the social, economic and environmental point of view. Aiming for compliance with the SDGs (Sustainable Development Goals).
- Advance in the innovation of the destination and companies, informing of innovative tourist developments applicable to the destination or the company.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

CASAGNIAL

www.casagnial.es

A company specialising in accessibility, with experience and expertise in the fields of occupational therapy, architecture, interior design and engineering that provides accessible solutions for public buildings, communities, workplaces and housing.

ACCESSIBILITY CERTIFICATION

Assistance for certification in accessibility.

Consultancy and advice for the certification process, internal auditing of facilities, measures necessary for obtaining certification and support throughout the certification process are provided by a company registered in ENAC (AENOR, BUREAUVERITAS, IMQ, etc.) or companies with their own certifications.

The company acts under national regulations in Spain, the United Kingdom, the United States or most of the LATAM countries.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility

TYPE OF DESTINATION

TYPE OF SOLUTION

CASAGNIAL

www.casagnial.es

A company specialising in accessibility, with experience and expertise in the fields of occupational therapy, architecture, interior design and engineering that provides accessible solutions for public buildings, communities, workplaces and housing.

ACCESSIBILITY STUDY IN EXISTING BUILDINGS

Study on the state of accessibility of existing buildings and their compliance with local, regional, national and international regulations.

Report on corrective measures at two levels, maintenance and new investments.

The company acts under national regulations in Spain, the United Kingdom, the United States or most of the LATAM countries.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility

TYPE OF DESTINATION

TYPE OF SOLUTION

CASAGNIAL

www.casagnial.es

A company specialising in accessibility, with experience and expertise in the fields of occupational therapy, architecture, interior design and engineering that provides accessible solutions for public buildings, communities, workplaces and housing.

ACCESSIBILITY STUDY IN THE PROJECT PHASE

A study is carried out on the **accessibility situation in the project phase**, in compliance with local, regional, national and international regulations.

Report on corrective measures at two levels, maintenance and new investments.

The company acts under national regulations in Spain, the United Kingdom, the United States or most of the LATAM countries.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility

TYPE OF DESTINATION

TYPE OF SOLUTION

CHATBOT CHOCOLATE

www.chatbotchocolate.com

Chatbot Chocolate is an agency specialising in the design and development of chatbots and voicebots on different platforms (e.g. WhatsApp) for companies across all sectors.

It has KDCA, its tool for building and training NLP-based chatbots. And you can forward conversations to agents.

TOURISM CHATBOT

Chatbot design and development

Study of dialogue and natural language processing:

- Study of the process to be automated and design of the conversation schema
- Design of the Natural Language Processing that will govern the communication between Bot and Human.
- Design of the rules and regulations that define the behaviour of the chatbot
- Design of the dialogue semantics and the tone of messages as per the platform

Bot coaching

Learning and improvement of the AI:

- Recurring analysis of dialogue between bot and human
- Study of specific answers
- Optimisation and improvement of the system through new rules and vocabulary
- Continuous improvement of the customer experience.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Checkpoint®

CHECKPOINT SYSTEMS ESPAÑA

www.checkpointsystems.com/es

Checkpoint Systems, a division of CCL Industries, offers intelligent retail solutions – bringing clarity and efficiency into the retail environment any time, anywhere, through a range of software, hardware, labels, tags and cloud-based connected solutions.

SMART OCCUPANCY

The SmartOccupancy solution by Checkpoint provides real-time visibility of occupancy levels permitting the automatic management of capacity levels in an establishment. Thanks to a traffic light installed in the entrance, controlling the queues can be avoided. In addition, it allows employees to be **alerted in real time** when occupancy approaches maximum capacity, so they can take appropriate action.

SmartOccupancy is a simple, customisable solution that combines VisiPlus 3D, an accurate people counter, with the online HALO data platform. Statistical reports in the cloud enable central offices or store managers to:

- Visualise and analyse the daily/weekly number of customers in each of their establishments.
- Monitor compliance with established capacity limits.
- Modify those limits remotely.

Colour-coded real-time alerts allow quick and efficient detection when the occupancy limit is being approached or exceeded.

SmartOccupancy is a solution recognised by: Healing Solutions Tourism challenge (UNWTO).

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

CLIDEA digital

CLIDEA DESARROLLO

www.clidea.org

Clidea Desarrollo, S.A. is a digital marketing agency focused on cultural tourism. It highlights Spanish cultural values, including traditions, cultural spaces, history and iconic individuals.

CREATING AND SHARING CONTENT FOR TOURIST DESTINATIONS

Generally speaking, they are dedicated to sharing across various formats on significant digital channels. They make use of use España Fascinante, and that organisation's objective, which is none other than to bring visibility to Spain's tangible and intangible heritage, in a way that is always based on their values, and is always entertaining. The company's digital channels are segmented into thematic, language-based and territorial communities.

They have 11 years' experience in creating digital content about cultural tourism in Spain, and are present on some of the main Spanish social network communities (Facebook, Instagram, YouTube), such as España Fascinante, Mi escapada, Gastronomía Fascinante, Arte Fascinante, Es Fascinante and more.

Dedicated to the creation of web content and implementation of digital actions with the following services:

1 **Social networks**: As a social networks agency, they understand the power of content marketing and creating their own community on social media. A dynamic and constantly evolving sector where companies must constantly adapt to new formats, new social networks and new trends.
   - Content creation.
   - Social media management.
   - Community Manager.
   - Copywriting.

2 **Paid media:** The goal: a positive return on your marketing investment. They create outreach and traffic campaigns to generate visits and increase traffic for the customer as well as conversion campaigns with the design of proven landing pages to increase the acquisition of leads.
   - SEM.
   - Facebook Ads.
   - Instagram Ads.
   - LinkedIn Ads.

3 **Audiovisual production:** They help to give shape to your ideas in the media that are needed, with the best video quality. They are responsible for finding the right style and tone for relaying the values of each brand. Their goal is to demonstrate what makes the specific product or service special to make the target audience fall in love with it and increase sales.
   - Streaming.
   - Short, corporate, marketing, tutorial and drone videos.

4 **Graphic design:** They provide the customer with a team of graphic design experts, developing any design needs they may have. They perform branding projects and develop visual elements such as cards, brochures, menus for restaurants and commercial presentations for companies. They also provide solutions in the form of product packaging and service catalogues.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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WEB DEVELOPMENT

Experts in **web development, web design, user experience and usability for large and small companies**. Their digital expertise is applied to goals and budgets to create a value proposition that helps destinations to achieve their objectives. Whether it's a website created from scratch, or the commercialisation of an existing website, they have solutions that can be tailored to every need.

They have experience with both in-house projects and external projects, and have been running a leading tourism web platform since 2011. The company provides 360º solutions, and is able to cover the entire service flow.

Known for enjoying how to solve the most complex challenges and helping drive their customer's success. This team is passionate about technology, which enjoys each of the challenges that arise.

They believe in the power of technology combined with an attractive design that allows users to connect at a higher level with the technological tools they develop.

- SEO.
- Landing page.
- Website.
- Virtual classrooms.
- Website positioning.
- Development of web apps.
- E-commerce.
- Cybersecurity.
- Linkbuilding.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

aeice CLÚSTER HÁBITAT EFICIENTE

CLÚSTER DE HÁBITAT EFICIENTE (AEICE)

aeice.org

AEICE is a private non-profit association whose mission is to improve the competitiveness of companies in the habitat sector through collaborative, cross-cutting innovation, while keeping in mind sustainable local development.

TERRITORIAL DEVELOPMENT STRATEGIES, SUSTAINABILITY PLANS FOR TOURIST DESTINATIONS

AEICE, Clúster de Hábitat Eficiente, has extensive experience in projects related to **territorial development, heritage, tourism and language**, and has a specialised working group made up of more than 30 companies, universities, foundations and technology centres.

Regarding natural and cultural heritage as an engine of sustainable development and with the capacity to promote strategies that generate employment and economic activity in specific environments, the cluster considers the possibility of working as a team with local administrations in the **preparation, proposal, technical management or promotion of projects** around the sustainability plans of tourist destinations.

Seeing heritage as its field of excellence, it stresses global the dimension of the habitat sector and its entire value chain, which the cluster helps with revitalisation of collaborative processes and the promotion of innovative projects aimed at ecological and digital transformation and territorial cohesion.

One of the most significant examples of its work in this field is Duero Douro, Patrimonio para el Desarrollo, which over the last few years has implemented a multitude of projects to achieve a tourist destination of excellence around the Duero basin in Spain and Portugal.

Institucional member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

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CLÚSTER DE HÁBITAT EFICIENTE (AEICE)

aeice.org

AEICE is a private non-profit association whose mission is to improve the competitiveness of companies in the habitat sector through collaborative, cross-cutting innovation, while keeping in mind sustainable local development.

SENSATUR

SENSATUR is an advanced system for analysing the experience in tourist facilities. Through Artificial Intelligence (AI) tools, the potential of using new empirical data sources is explored during the configuration of tourist spaces and the adaptation of the visitor experience. SENSATUR **combines technology and neurological science** to objectify the modifications in space and their impact on visitor perception.

Specifically, the project assesses the use of systems based on computer vision algorithms and explores the feasibility of installing them without disrupting normal operations in the management of tourist centres.

SENSATUR combines the capabilities of AI with the working principles of neurodesign and neuroarchitecture to objectively and empirically measure the influence that interior design exerts on changes in perception, emotion, and the behaviours of people who experience a space.

Institucional member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

CONNECTA NOW SOLUTIONS

www.livingceuta.es

They help to raise the profile of cities and rural areas. They simplify the digitalisation of SMEs and the access to experiences for travellers and locals through local platforms, also incorporating a smart measurement tool.

CONNECTA NOW SOLUTIONS (LIVING CEUTA)

Cross-functional platform to buy and manage bookings. **It unifies leisure and activities** in a single location, while different entities and companies can manage their content and bookings, and receive payments.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

cotesa

COTESA (CENTRO DE OBSERVACIÓN Y TELEDETECCIÓN ESPACIAL)

www.cotesa.grupotecopy.es

Specialist in solutions for disseminating and managing tourism, based on the application of ICT and GIS. Their technological solutions are programmed entirely using free software, and provide solutions for Smart Tourism Destinations management, information, promotion, commercialisation and segmentation needs.

collaborating member
Smart Tourism Destinations Network

VIRTUAL REALITY, AUGMENTED AND MIXED REALITY DEVELOPMENTS

Immersive virtual environment solutions are developed using **virtual and augmented reality** technologies (VR and MR) as well as **digital twins**, which facilitate interaction within various scenarios thanks to automatic hand recognition technology.

These environments allow you to recreate and superimpose scenarios and "parallel to reality" situations, including but not limited to, historical events, or scenes from future tourist projects under development as well as interacting virtually with utensils, buildings and virtual situations, within these scenarios. As a result, in addition to offering a wide range of experiences, this makes it possible to generate inclusive experiences.

Another application of these VR and MR solutions, along with a series of immersive and digital content that are custom developed, includes the **training and certification** plans for all employees and companies in the tourism sector. This makes it possible to train and educate any professional in the sector, in a much more effective and differential way, using new technologies that complement traditional training techniques.

In addition to all this, a data capture and **data analytics** module makes it possible to monitor all aspects of interest within the experiences and training plans.

The comprehensive management of these solutions is complemented by multi-device mobile applications, which are designed and parameters determined specifically for each use.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

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URBAN ACCESSIBILITY MANAGER

The Urban Accessibility Manager is a series of apps based on GIS (Geographic Information Systems) technology that allow the accessibility of urban public spaces to be **verified, analysed and managed**.

By using these apps, managers and local representatives are able to plan actions to improve accessibility which are based on comparing and contrasting data and analysis rather than on intuition. This leads to interventions that are more accurate, exact and effective.

The apps rely on an exhaustive, thorough data collection process, supported by technology and based on their own method. This method was developed using the most relevant regulatory documents on accessibility in urban public spaces and checked with accessibility experts, technicians and associations.

The Urban Accessibility Manager allows consultation and analysis of the main parameters that establish the accessibility of a crossing or section of a pedestrian route, and its Degree of Accessibility as a summary indicator.

It is also possible to carry out analyses of the Degree of Accessibility or of a specific regulatory parameter within the pedestrian network, in either one or several urban areas, or on a specific route, as well as comparative analyses between urban areas by means of the Average Degree of Accessibility indicator.

The app facilitates data network maintenance in a simple setting that is particularly user-friendly for those who are not used to GIS software.

The Urban Accessibility Manager is especially focused on the work of local managers and technicians within the town planning, transportation, urban sustainability, accessibility, construction, social services and tourism sectors.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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MY PROVINCE, YOUR DESTINATION

"My province, your destination" is the technological proposal designed by COTESA that won the BEST ICT PROJECT prize at the INNOVADORES 2020 (2020 INNOVATORS), awards given by EL MUNDO in Castile and Leon. The platform COTESA has developed aims to contribute towards reactivating the Spanish tourism sector, particularly through supporting tourism management efforts by provincial councils in towns with fewer than 20,000 residents.

A technological system conceived and **designed to facilitate all tourism promotion processes in an area:** municipality, region, province or cultural route.

It consists of a **mobile ap**p with several functions, developed based on modules that can be independently activated and deactivated by each municipality, giving them more autonomy with regard to its management.

It has been developed on **free software**, with one of the most widely used CMS tools on the market. Its large community of developers guarantees no licensing costs, good technical support for the platform and full technological independence for its customers.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

TOURIST INFORMATION SEGMENTATION PLATFORM

COTESA (CENTRO DE OBSERVACIÓN Y TELEDETECCIÓN ESPACIAL)

www.cotesa.grupotecopy.es

Specialist in solutions for disseminating and managing tourism, based on the application of ICT and GIS. Their technological solutions are programmed entirely using free software, and provide solutions for Smart Tourism Destinations management, information, promotion, commercialisation and segmentation needs.

Analysing tourist demand is a critical factor in tourism planning processes. Having mechanisms available that allow tourist destinations to analyse their visitors (how many they receive, what they're like, where they come from, and their reason for visiting) has become essential, so destinations can make decisions to improve or optimise tourist attractions in the short and medium term.

Tourist managers have visitor service points distributed across their area of management: information offices, monuments, visitor centres, tourist guides, etc. From all these points, a series of tourist data is generally collected, which is limited in most cases to the day of the visit, the number of people and the origin. Previously, this data would at best be combined manually or on an Excel spreadsheet to create sporadic reports.

The Tourist Information Segmentation Platform improves the processes used to gather and analyse information, while also providing the main tourism manager with full, centralised control.

It consists of a **mobile app** which dynamically gathers information from the different customer service points, and features a platform that allows the management of these points and their users. It receives all the information, analyses it, and creates automatic reports based on date range, type of information point, or specific information point.

This technological development can achieve the following **objectives**:

- Replace paper-based collection of data.
- Increase the amount of data collected.
- Automatically generate tourism reports.
- Automate the management of information based on pre-configured tourism reports.
- Reduce the time spent gathering and processing information.
- Preserve the privacy of information collected about visitors.
- Create an image of modernity for visitors and tourists.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

CREADORES DE LO INESPERADO

www.creadoresdeloinesperado.com

Creadores de lo Inesperado SL provide consultancy based on Unresolved Needs (NNR) detected together with its customers, applying the registered Grasshopper methodology, a unique and original methodology that places people at the centre of the action.

MUNICIPAL NRS WHYBOARD TABLE

Creadores de lo Inesperado encourages citizens to detect **Unresolved Needs** (problems or opportunities) in relation to tourism in the local area and, as part of a Challenge, obtain a Solution. Citizens themselves are responsible for conceiving this solution.

The result is reflected in a technological platform known as WhyBoard NRS where **Needs are linked to the Challenge and the Solution**. This entails understanding "what" is going to be done (the challenge), "how" (the solution), as well as understanding "WHY", as it can be traced to a need detected by citizens themselves.

The governance team uses an Artificial Intelligence assistant to harness the information obtained. It generates reports, data or "analyses the legitimacy awarded by citizens" to a measure being adopted.

In short, citizens are encouraged to participate and monitor the Need – Challenge – Solution process as part of the Grasshopper® methodology to obtain:

- A snapshot of the real needs, the challenges posed and the solution provided by local residents and interest groups.
- Engagement and maximum involvement of people who are empowered as co-creators and participants since the solutions are "THEIR" solution.
- Legitimation of decisions made by the council, as they are endorsed bottom-up.
- Technological platform featuring a virtual assistant to harness the information generated.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

Df
Data for Life
MOBILE BEHAVIOR ANALYTICS

DATA FOR LIFE

www.dataforlife.es

The first big data consultancy capable of creating immersive physical experiences through art and mass mobile geolocation in venues and large areas, to help public bodies increase the profitability, security and efficiency of events.

DF BEHAVIOUR

This allows the **profitability of each facility and scenario to be measured, to help public bodies during events.**

Analysis of zones and event performance, maps and traffic flow, one-time and recurring attendees over hours, days, weeks and months.

It compiles and analyses mass data on people's behaviour, using their mobile phones as physical identifiers to track their movements.

It uses its own cutting-edge technology to detect phones without the need for Wi-Fi or Bluetooth. Its Black Box devices are able to detect a wide range of devices in addition to mobiles, without them needing to be connected to a network.

This characteristic makes them unique, and more advanced than communication companies as powerful as CISCO or even Google, for example, which cannot offer this service without prior Wi-Fi or Bluetooth connection. Its detection rate is above 90%, while those of the competition, which rely on Wi-Fi, Bluetooth, beacons, face recognition and other more intrusive systems, are no higher than 25%.

The technology does not invade the device user's personal information. It merely accesses information relating to the public characteristics of the device. As a result, it never violates laws on data protection or invasion of privacy. (GDPR).

Each Black Box can cover some 15,000 m2 in open spaces without walls. Even when there are walls, its scope is very broad, and its limits must be set and parametrised in line with the requirements of the customer or cultural manager of the area under analysis.

Once all the data has been consolidated, the Data for Life team provides customised reports and the know-how to help public bodies increase the profitability, security and efficiency of events. The reports thus become key to decision making.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

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DF CAMPAIGNS

This tool allows **proximity marketing messages to be sent to users via push notifications, emails, text or WhatsApp messages, based on the behaviour of attendees within a venue or event** organised by public bodies, helping to increase event profitability, security and efficiency.

A true omni-channel solution that enables:

- Connections with the offline and online worlds through proximity marketing mobile campaigns.
- The creation of experiences for attendees that are much more friendly, efficient and human.
- Communication with attendees at the opportune moment.

It also enables user verification without the need for queues and wait times through the mass sending of links to validate tickets. When users validate their tickets to verify their identity, it becomes easier to obtain permission to use their information for promotional purposes during the event, or whenever they are near the areas covered by the Black Box, thus creating a better experience, improving their memory of the event and increasing income for brands

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

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Data for Life
MOBILE BEHAVIOR ANALYTICS

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The first big data consultancy capable of creating immersive physical experiences through art and mass mobile geolocation in venues and large areas, to help public bodies increase the profitability, security and efficiency of events.

DF CAPACITY CONTROL

The company measures the **real-time capacity of any area or open or closed setting**, scheduling alerts for public bodies and thus helping to increase the security and efficiency of the event.

Each Black Box can cover some 15,000 m2 in open spaces without walls. Even when there are walls, its scope is very broad and its limits must be set and parametrised in line with the requirements of the customer or cultural manager of the area covered.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

DELTA

www.padelta.com

For 10 years, they have been offering developments based on non-proprietary online technologies:

- Geographic Information Systems
- Extended Reality

Interoperable Smart Tourism Destination Platform, Gaia-X
Use in 14 destinations belonging to the Smart Tourism Destination Network.
Identified as good practice by the Smart Tourism Destinations Network.
UNE 178501,2,3, etc.

collaborating member
Smart Tourism Destinations Network

VIRTUAL TOURISM ASSISTANT

Virtual Tourism Assistant, VTA:

Best practice Smart Tourism Destinations Network. Interoperable PID, UNE FAMILY 178, SEGITTUR Ontologies, FI-WARE

Modular. Scalable. Customisable. Eligible for subsidies.

Advanced Ecosystem Progressive Web Applications (PWA). Responsive. Continuous navigation.

PROVIDES

To the destination:

1 DATA sovereignty. Free software, W3C standards. Installed on Destination servers. Independent HYPERSCALABLE. Prepared MARKET DATA Gaia-X

2 Local management dashboards: Information on tourist behaviour and their use of the local area.

3 Scalable to **AI systems. Forecast**, on demand.

4 Promotion of the permanent use of all local assets.

5 Improved destination promotion. Assists and interacts with the tourist before, during and after their visit.

6 Tool for maintaining social distancing. Contactless sharing. Familiarises the visitor with the destination.

7 Integration and certification of all the information within a territory's tourism offer from the official website.

8 Alignment with the sustainability and digitalisation objectives. Saves costs.

9 Information shared between stakeholders: public-private partnership.

To the tourist:

1 Before the visit.

1.1. Destination portals, event calendars and GIS. (Geographic Info System) resources, integrated with one another.

1.2. GIS plan your trip:

1.2.1. Location of accessible resources and services as well as associated information:

. Intuitively on map.

. Menus.

. Search engine: thematic and by distance.

1.2.2. Routes on map, "MIDE" scale difficulty and profiles.

1.2.3. Travel journal.

1.3. Inspiration. I-360º.

1.4. Motivation. Virtual online reality.

1.5. Online applications that can be installed from the destination website, functional throughout the local area, OFFLINE, 24 hours a day, 365 days a year.

2 During the visit:

2.1. Orientation throughout the territory.

2.2. Search engine of resources, services and equipment "near me".

2.3. Virtual guides geopositioned resources.

2.4. Safety on the road:

2.4.1. Rerouting warnings.

2.4.2. Danger zone warnings.

2.4.3. Real-time warning of specific incidents on the ground.

2.4.4. Request for emergency assistance.

2.5. Experiences: Geopositioned video games (additional file).

3 After the visit:

3.1. MY JOURNEY profile, actions, user experiences in the destination.

3.2. Information about distances travelled, gradient, time, effort, etc.

3.3. Photographs.

3.4. Share experience on social media.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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Interoperable Smart Tourism Destination Platform, Gaia-X
Use in 14 destinations belonging to the Smart Tourism Destination Network.
Identified as good practice by the Smart Tourism Destinations Network.
UNE 178501,2,3, etc.

collaborating member
Smart Tourism Destinations Network

PERSONALISED GEOPOSITIONED VIDEOGAMES

Progressive web applications that are custom developed for a destination. Used in mobility, they enable a destination to maintain a proactive relationship with tourists during their visit, and build their loyalty.

Through an avatar (personalised for the destination), geopositioned content and actions are offered to tourists, which are activated when the tourist walks nearby.

The application is inserted into the **destination's website**. The tourist must register. On registration, the system geolocates them on the map and the game starts. Various actions are available:

1 Tour the locations that are proposed.

2 Answer questions.

3 Take pictures.

4 Other possible custom actions.

As the tourist performs the actions proposed by the destination, they earn points.

The application provides tourists with a personal area where they can see their progress. The tourist logs in to recover what was previously done and continue. Tourists can also share their experience and act as prescribers, as well as modify their personal data.

The application stores data about the tourists' routes, dates, times, photos taken and the accumulated results of the questions (answered correctly or incorrectly, etc.).

The destination has dashboards that translate previous data, etc., into user behaviour patterns, so that it can develop personalised responses for each tourist.

The personalised avatar, the type and actions that are proposed to the tourist, the incentives that are offered, the characteristics of the dashboards, etc., are previously defined according to the destination's needs by means of technical scripts, prior to game development.

Aligned with the Smart Tourism Destinations platform and with the European initiative GAIA-X.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS
- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

DESIC

DESIC

www.desic-sl.com

An ICT consultancy firm founded in 1997, which provides support to leading companies in their respective sectors on a national and international level. The principle aim of DESIC is to offer the best technological solutions to companies, guided by a friendly, high-qualified team of experts.

BUS OPERATIVE

Bus Operative has been developed taking into account the present and future needs of customers and end-users when using a tour bus. It is a complete **smart travel system** comprised of three modules aimed at covering specific needs: Bus2Monitor in the company, Bus2App for the passengers and Bus2OnBoard for the bus drivers.

Some of the **advantages** of Bus Operative are:

- It provides information about timetables, stops, routes, etc.
- Users will be able to see where they are in the city at any time, as well as the experiences and events going on around them.
- Users can also find out how far away the nearest bus stop or bus is.
- Operation planning (routes, schedules, stops, etc.)
- Real-time operation management

Moreover, Bus Operative is currently active in Spain and abroad, in locations such as:

- Dubai
- Seville.
- London
- Málaga.
- New Orleans
- Córdoba.
- Palma de Mallorca

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

DESTACA TU PUEBLO

www.destacatupueblo.com

Promotion and dissemination of local heritage, democratising access to culture and promoting sustainable tourism through the application of new technologies: 360, 3D, VR, drones, gamification, website, apps, SEO, SEM and data analytics.

IMMERSIVE CULTURAL VR EXPERIENCES

Destaca Tu Pueblo is entrusted with the **digital transformation of heritage** with a view to promoting and disseminating the culture and customs of local areas.

They transmit**culture** anywhere using gamification techniques and the latest 360 technologies, VR, 3D models as well as artificial intelligence.

These projects help the authorities for which they work to meet Sustainable Development Goals (SDGs) including SDG8 "decent work and economic growth", and SDG10 "reduced inequalities".

To this end, and as a result of the promotion campaigns for the projects, they contribute to sustainable tourism through the improvement of local economic activity and, consequently, the creation of jobs.

Finally, they undertake exhaustive monitoring that involves SEO techniques and data analytics to ensure that projects are always continuously improving.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

DRONERPA

DHVT

www.dronerpa.com

Company that provides drones, technological consultancy and IoT services.

COPDRONE

The new generation of **COPDRONE** has been redesigned to adapt to the new European regulations, especially for drones in urban and night-time settings.

This is a rapidly deployable drone, carried in a briefcase, and requires nothing more than the battery being turned on to start the flight. It can be launched from a moving vehicle and as part of its design to minimise impact energy, it can fly over gatherings of people. The total protection of its propellers also makes it perfect for environments containing buildings and trees as well as interiors.

Its compact size and mass of less than 4 kg mean the operator can transport it easily in a briefcase. The operator can deploy it from the location they consider optimal without having to carry heavy equipment.

This drone allows facilitates automatic operation and can be operated from a remote emergency centre.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

DRONERPA

DHVT

www.dronerpa.com

Company that provides drones, technological consultancy and IoT services.

DESIGN AND MANUFACTURE OF UAVS (DRONES)

Design, manufacture and maintenance of **drones for public government**.

Drones for beach surveillance and transport of life jackets, public safety, traffic monitoring.

Similar **solutions to vehicle hire** (Drone as a Service), which includes:

- Aircraft.
- Maintenance.
- Battery replacement.
- Update of aircraft.
- Repair.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Nubart

DIGITAL TANGIBLE

www.nubart.eu

Digital Tangible, commercialised by Nubart, was founded in 2013 in Barcelona, and has offices in Berlin. Its technology allows you to work anywhere in the world. Although its main market is the European Union, it is present in 20 countries such as Israel, the United Arab Emirates and Thailand.

NUBART AUDIO GUIDE

Nubart is a **personalised audio guide card** that acts as a unique key for accessing a web application via a mobile phone. The cards are non-transferable (because they have commercial value, they can be sold and generate revenue) and reusable (owners can retain their cards and reuse them later).

A perfectly hygienic solution to provide audio guides and other advanced features to museums, tourist routes, attractions and events.

The system is accessible **to the visually impaired and also to the deaf,** by incorporating the transcription of sign language on the tracks and videos.

The audio guide can be incorporated onto the Nubart card (possibility of incorporating more than one). This is an innovative guide system for groups for avoiding the use of radio guides which also enables synchronization of the audio with videos of an exhibition.

For tourist routes, Nubart incorporates maps and geolocation, as well as videos, photographs, links to promoters and a questionnaire for understanding visitor profiles.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

DINYCON SISTEMAS

www.dinycon.com

Systems integrator engineering company with extensive experience in the installation of counting solutions for people and vehicles.

Dinycon's mission is to **optimise the mobility of people and vehicles and thus contribute to the comprehensive development of the surroundings and improve the environment.**

DINYCONT

By means of an automatic people counter, **DinyCONT** offers accurate, real-time information on people flow and the occupancy of a particular area, both indoors and outdoors, managing capacity levels. The data are registered in a cloud-based server for subsequent consultation and for obtaining historical reports. For this, and depending on the particular needs of each customer, different versions of the same product are offered:

DINYCONT - Inflow of people

For obtaining information on footfall in a determined area (people that pass through this area). This information provides statistical data on average visitor stays, peak times, inflow/sales ratios, etc. It also enables the linking of data between different areas, for example, how many people enter with respect to people passing by the establishment, the show window, the display. All the data is shown in real time.

DINYCONT - Capacity

For obtaining information **on real-time occupancy** (how many people there are in a particular space) and **capacity management**. An example of applying this solution is in event management. This solution ensures event safety by allowing you to set up approach and/or over-capacity alarms so that security managers can receive them and take appropriate measures to avoid over-crowding or situations of risk for attendees.

DINYCONT Queues and stays

For obtaining information on how long people stay in places of interest, such as shop windows, displays, check-out queues. Knowing the time and number of people in these defined spaces helps to measure the attraction of the area or to adjust resources to avoid unnecessary queues.

Technology used:

- Stereoscopic vision (97% accuracy)
- Smart cameras (95% accuracy)

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

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DINYPARK

DinyPARK: System for counting, tracking and classifying vehicles and information on free parking spaces.

Through the use of different technologies (number plate reading, Wi-Fi, Bluetooth, RFID), **DinyPARK offers accurate and real-time information on the number of vehicles in a particular area**, both inside and outside, to be able to optimally manage the use of infrastructures. The data are registered in a cloud-based server and saved for later consultation and for obtaining historical reports.

For this, and depending on the particular needs of each customer, different versions of the same product are offered:

DINYPARK - City

The objective is to find a solution to the problem of locating free parking spaces in the city. This is done by centralising the information on free spaces available in the different parking areas (rotation, blue zone and park and ride), and it is shown to the user through information panels in the city and on mobile applications. These apps guide the user directly to the parking space selected.

DINYPARK - Traffic

It aims to improve the mobility and efficiency of public transport infrastructure and systems in the city.

This data allows measures to be taken to improve traffic and to have statistical information on the use of the roads (time slots, type of vehicles, days of the week).

Smart cameras provide access to relevant traffic information (vehicle count and classification, saturation level, automatic detection of incidents on public roads).

DINYPARK - Tracking

The aim is to ascertain the most common vehicle routes, their origin (source/destination matrices) and frequency of movement through certain points, control access to restricted spaces and detect violations (inappropriate parking, prohibited manoeuvres).

DINYPARK - PMR

This aims to facilitate parking for people with reduced mobility (PRM).

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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DINYSMART

The DINYSMART line of solutions is based on the market needs that Dinycon has detected in different areas. They have conducted a process of research, development and commercialisation. They harness the partnership with Basque technology centres to offer greater guarantees of success for innovative solutions and accelerate the transition from concept to product in record time.

DINYSMART – SMART IRRIGATION

The smart sensorisation and irrigation solution provides information about the use of water in the irrigation system in green areas, and **manages the opening and closing of the solenoid valves** depending on the soil's humidity and temperature, for better resource management and efficiency.

The system allows scheduled and controlled consumption that results in savings in water, electricity and working hours. Green space managers receive alerts from the platform when overconsumption, unforeseen water supply cuts, leaks, breakdowns, etc. are detected.

DINYSMART – IoT NODE

The IoT Node is the initial link of the architecture in the deployment of data capture system solutions for Smart Tourism Destinations in different applications. It collects analogue and digital signals; it features memory and local processing for the extraction of raw and processed data, as well as the ability to send the information to different communications infrastructures (3G/4G/NB IoT, LoraWAN).

DINYSMART – VIRTUAL SENSORS

In collaboration with Tecnalia, Dinycon has carried out an R&D project on virtual sensors, a solution that uses AI to perform correlations between physical spaces, external parameters and measurements made with real sensors. As a result, a smaller number of real sensors across a city can perform the same monitoring management, with the help of virtual sensors.

Technology used:

- IoT node
- Humidity and temperature sensors
- Artificial Intelligence

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

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DINYTRACK

DinyTRACK: Tracking of people and vehicles, information on dwell times in an area, trajectories and journey times.

To obtain behaviour information on people in a particular area, there is the **DinyTRACK** solution. With these data, it is possible to know the dwell times in an area, the most common routes (various points of the route are defined at which the device must be detected) and the time spent in them. It also displays repetitive users showing how frequently they appear.

With the use of wireless technologies (Wi-Fi and Bluetooth signals from mobile devices), the position of the devices is obtained through triangulation. This leads to the generation of heat maps, and information about frequency and travel times between different points. The platform that receives the information groups the percentage of people passing through into time slots, providing an indicator of the appeal of the route.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

DOS ESPACIOS
CONSULTORÍA | COMUNICACIÓN | DESARROLLO

DOS ESPACIOS INTERNET CONSULTING

www.dosespacios.com

Providing services to the Web Agency public administrations and private sector, sale of experiences, systems integration, predictive tools, sensors, NP, consulting, clipping, social media, email marketing, online advertising, etc.

TOURISM CONSULTANCY IN THE DESTINATION

In the field of tourism consultancy for destinations, we work in close cooperation with local authorities, public administrations and other stakeholders, always on the ground, getting a feel for the territory we are interested in improving, managing the approach to ensure that the strategies improve the environment.

1 Strategic development of tourism:

- Preparation and monitoring of strategic plans for sustainable tourism development (PSTD).
- Identification of opportunities for the growth and diversification of tourism.
- Management of geodestinations, associations and other institutions.
- Advice on the creation and review of public policies related to tourism that guarantee sustainability, consistency and effectiveness.

2 Development of tourism products:

- Identification and creation of new tourism products for private and public institutions.
- In this area, we offer consultancy, promotion and all the activities required for the dissemination of the product or experience.

3 Sustainability and environmental management:

- Implementation of sustainable tourism practices, such as carsharing.
- Development of strategies to minimise the environmental impact of tourism.

4 Visitor experience management:

- Improving the tourist experience applying technology including but not limited to AR/VR, IoT.
- Implementation of technologies and systems to facilitate visitor interaction.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

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DEVELOPMENT AND IMPLEMENTATION OF TECHNOLOGY-BASED TOURIST EXPERIENCES

DOS ESPACIOS provides its customers with services for the conceptualisation, design and development of technology-based tourist experiences, facilitating the use of the most innovative applications for the promotion of tourist destinations, providing the traveller with the possibility of enjoying an immersive experience before, during, or even without having to travel to the destination.

These types of projects allow us to launch projects that complement the travel experience of tourists in the development of experiences that integrate technologies such as augmented reality, virtual reality, images, audio or video.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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COMMUNICATION AND MARKETING SERVICES

Dos Espacios Internet & Consulting is an end-to-end services company specialising in providing ad-hoc solutions in Galicia and the rest of Spain thanks to a highly qualified team of professionals and collaborators and a growing network of offices in Vilagarcía, Santiago, Málaga and Madrid to provide services to private organisations and the public administrations.

The business areas supporting the firms customers are: Development & Technology, Communication & Marketing and Design & Creativity.

The Marketing team specialises in the **design and development of 360 °** strategies, which, in cooperation with the Communication team, adapts and enhances each message to each format and platform, depending on the specific demands of the customer and the sector in question.

The creative team is in charge of visually capturing the strengths of each project, providing multiple applications to position our customers' brand, product or services.

They are responsible for cabinet functions, spokesperson training, NP, interventions, planning, 360° strategy, purchasing programmatic advertising, network strategies and inbound marketing aimed at tourism.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

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Providing services to the Web Agency public administrations and private sector, sale of experiences, systems integration, predictive tools, sensors, NP, consulting, clipping, social media, email marketing, online advertising, etc.

TECHNOLOGY CONSULTANCY SERVICES

Technology services for the sector: **marketing platforms, apps, predictive tools and active listening service**.

In 2019, as part of the agreement between the Galicia Tic Cluster and the Galicia Tourism Cluster, the 1st LOOP Conference was held in Santiago de Compostela, with the participation of Alex López and Alex Rayón Jerez to talk about BIG DATA from a tourism perspective.

As a majority shareholder, they pursued the implementation of the CFA Galicia TurisTic, equipped with three laboratories to generate services and products in the field of IOT, Big Data and VR/AR for tourism and smart cities.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

easyPARK GROUP

EASYPARK ESPAÑA

www.easypark.com

EasyPark's mission is to make cities more livable. It makes it easier and smoother to find, pay for, manage, operate and plan parking, making it quicker and easier.

MOBILE APPLICATION FOR REGULATED PARKING PAYMENT

Solution for Smart Cities, or cities under transformation, with an interest in democratising sustainable and smart mobility through the digitalisation of their parking ecosystem, with a direct impact on improving individual experience, including tourism.

For more than 20 years, the company has offered digital solutions for drivers around the world through a single app available in 25+ countries.

They design solutions for cities for both private and corporate use, regardless of parking frequency or geographic location. Their service is platform independent and works on both phones and cars.

They have an award-winning multilingual Customer Service.

Depending on the project of the interested city, this solution can be complemented with the following solutions/features:

- **Automatic CameraPark**: access to off-street car parks with automatic number plate recognition.
- **Parking Dashboard**: data available in an easy-to-use interface, including parking patterns and behaviour trends.
- **SmartHUB**: centralise and standardise all transaction data from all sales channels, and improve regulatory control and enforcement.
- **Permits**: allows cities to handle digitised permit processing to optimise efficiency in regulatory control and enforcement.
- **FIND**: helps find available on- and off-street parking (time saver), as well as EV charging stations. Makes cities more efficient by minimising congestion, and greener by reducing emissions.
- **Electric vehicle charging**: enables drivers to find, manage and pay for parking and electric charging both on the street and in garages.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

easypark GROUP

EASYPARK ESPAÑA

www.easypark.com

EasyPark's mission is to make cities more livable. It makes it easier and smoother to find, pay for, manage, operate and plan parking, making it quicker and easier.

PARKING DATA AS A SERVICE (PDAAS)

PDaaS offers a comprehensive overview of parking supply and demand to help cities with better public policy creation.

The company uses advanced technologies to generate a library of digital signs and accurate mapping of parking spaces, occupancy levels, and regulatory enforcement and control.

PDaaS is a suite of data-driven services to help cities optimise their parking ecosystem consisting of 6 key components:

- **Parking inventory**: determine the type and number of parking spaces according to zone and rate. Inspect various street segments and find out what restrictions apply.
- **Parking occupancy**: identify the busiest streets and areas, the parking search time and the probability of finding an available space at any given time.
- **Operational Data**: track zoning, pricing, compliance measures, collections, and other operational data based on actual inventory and occupancy.
- **Consultancy**: help cities to consider parking data in the development of short-, medium- and long-term actions to optimise the parking ecosystem.
- **FIND**: help drivers make informed decisions about where to park by providing a parking difficulty prediction for the intended destination.
- **SmartHUB**: improve compliance enforcement processes and standardise all transaction data from all digital R&D providers and MPPs.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

E-CHEIDE SOLUCIONES EN COMUNICACION Y NUEVAS TECNOLOGIAS

www.echeide.com

Creative design and programming studio, specialised in the development and creation of custom applications. It has more than 20 years of experience, advising digital businesses to position themselves and sell on the internet on a recurring and stable basis.

ROUTING TALES: GAMIFIED TOURIST EXPERIENCES

Gamification is one of the latest educational trends that tries to create new learning experiences based on games and entertainment, uses techniques based on the mechanics of video games and applies them to learning, ensuring that users have fun while learning, thus achieving more motivation and desire to learn.

With the **ROUTING TALES** project, Echeide proposes an innovative experience in education and knowledge of the environment through gamification techniques on mobile phones.

Routing Tales seeks to generate tours where games and entertainment are the basis of a fun proposal to learn the history of a place individually or in a group.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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TICKETARY: EVENT AND TICKET SALES MANAGER

Event management and **online ticketing software**. Allows event organisers to create online events, sell tickets and manage attendees.

It is user friendly and provides a secure, simple and hassle-free online ticket purchasing experience.

It can be used by institutions, event organisers and companies looking for an easy and accessible way to sell tickets online. It is also a useful tool for customers looking for a quick and secure way to purchase tickets to their favourite events.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

EMOTURISMO

www.emoturismo.com

Emoturismo has worked in tourism consultancy on different national and international projects since 1999.

TOURISM CONSULTANCY AND TRAINING

Tourism consultancy services

These help the sector reach its targets in a sustainable manner:

- Interpreting the trends and changes in the sector.
- Fostering joint and participatory reflection.
- Helping to do, instead of saying what to do.
- Understanding tourist needs, behaviour and next steps.
- Putting customers at the centre of everything.

Tourism sector training services

In addition to bespoke training, the workshops and courses aimed at professionals that they deliver include:

- Definition of the mission or purpose of a company and/or project.
- Workshop on creating and marketing experiential tourism products.
- Innovative destination management.
- Storytelling for tourism companies.
- Co-creation in the tourism sector: when the customer helps to design the strategy.
- Segmentation and buyer personas.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

EMPATH DESIGN FACTORY

www.empath.design

Empath Design Factory offers Empathic Listening solutions for visitors' online conversations.

It transforms online conversations into insights in order to help tourist destinations to make strategic decisions.

EMPATHIC LISTENING TO ONLINE CONVERSATIONS

The internet has become the key stage where users explore, comment and read the opinions of other users to make their travel decisions. **Empathising with visitors is key to understanding what their experiences are, and what the destination needs to improve**.

With a unique methodology, the solution proposes **tracking in all public internet media: social media, blogs, forums, opinion communities, digital media, videos, etc.**, where the destination is talked about, and with an **unlimited number of keywords.**

Empath Design Factory's Empathic Listening combines technology with a large part of human analysis. **Its team, a pioneer in the area of internet listening and with 20 years of experience, is an expert in maximising the contribution of knowledge and avoiding infoxication**.

The solution consists of the following formats.

Conclusions diagnostics. Helps destinations to understand:

- What are the main topics of conversation of its visitors.
- Who has an opinion: visitor, potential visitor, journalist, etc.
- Which media they use to express their opinions.
- The languages used.
- The main complaints, questions and recommendations.
- Locations that the destination is compared to.

Quantitative database. This involves:

- Transferring the data to the organisation's own systems.
- Obtaining historic information.
- Preparing a variety of ad-hoc queries.

Strategic action chart. It recommends:

- What issues need to be improved, taken into account, maintained, promoted or communicated.
- The main lessons learned and warnings to implement.

Periodic monitoring. This involves:

- Understanding the key conversations of the week/month.
- Being informed in real time about potential crises.
- Detecting opportunities.

Ad hoc reports. This involves:

- Understanding the actual circumstances of the profile of a specific tourist event or product.

Results presentation. This involves:

- Share the conclusions within the organisation to all departments involved.
- Create a space for reflection, awareness and action.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

enerlis

ENERLIS

www.enerlis.com

Consultancy that brings together a professional team aimed at providing assistance services in the planning and deployment of Smart City strategies, innovation and technology management, renewable energy development and the sound management of resources and sources of financing.

CONSULTANCY SERVICES FOR SMART CITIES AND COMPETITIVE TERRITORIES

Strategic planning of Smart City actions: identification of the challenges facing a destination; definition and evaluation of key initiatives and projects to address challenges, bridging any gaps with innovative solutions; and developing plans that are technically and economically viable.

Smart specialisation and increased competitiveness of the territory: design of strategies to identify areas or sectors of local or regional industry in which to apply innovation policies to achieve sustainable growth of the economy, employment and, ultimately, the wealth of the territory.

Planning of sustainable energy actions: helping to establish and achieve CO_2 reduction commitments, complying with the Covenant of Mayors and designing Sustainable Energy Action Plans (SEAP).

Technical assistance in the deployment of plans and execution of projects: in order to achieve alignment of the smart city strategy with the city or smart specialisation with the territory requires coherence between the strategy itself, the public and private agents involved or affected, the processes and the general public. Enerlis helps to transform the strategies into long-term value, in a way that facilitates the best execution of programmes and projects through the most appropriate management tools, processes and organisations.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability

TYPE OF DESTINATION

TYPE OF SOLUTION

EQUALITAS ACCESSIBILITY. ACCESSIBLE TOURISM CONSULTANCY

EQUALITAS VITAE CONSULTORES Y ASESORES

www.equalitasaccesibilidad.com

Accessibility consultants specialised in accessible tourism with more than 15 years of experience. Leader in the promotion of inclusive tourism. Consultancy, promotion, strategic accessible tourism plans, accessible travel blogs, online and face-to-face accessible tourism courses.

Equalitas Vitae is a leader in **promoting accessible tourist destinations at the national and international level**.

The organisation works with the disability sector and collaborates with professionals and disabled people so that the development of each project responds to the needs of each user type.

Its area of consultancy: Equalitas accessibility offers a **consultancy and advisory service for companies, administrations, destinations and professionals on matters of accessibility and inclusiveness**.

Some of the services it offers include:

- Accessibility diagnostics.
- Strategic plans for accessible tourism.
- Distinction on matters of accessibility.
- Creation of inclusive routes.
- Turnkey accessibility solutions: sign language video guides, Braille, induction loops, inclusive experiences, digital content adaptation, signage, easy reading, etc.
- Supply of all kinds of equipment and technical aidsfor improving accessibility.

They provide advice on accessibility so that tourism resources (hotels, rural houses, hostels, museums, restaurants, etc.) can be inclusive for all. What's more, they offer the Accessibility Badge so that establishments can stand out and highlight their work in areas of accessibility.

They work for the public administration developing strategic plans for tourist accessibility and accessibility studies in different cities, territories or destinations.

They participate in European projects in which accessible tourism is present at any stage.

They provide a comprehensive service in terms of all aspects of accessibility, to create fully inclusive products and services.

They work throughout the national territory and in international promotion.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Accessibility

TYPE OF DESTINATION

TYPE OF SOLUTION

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EQUALITAS VITAE ACCESSIBLE TOURISM. ACCESSIBLE TOURISM PROMOTION

Equalitas Vitae works to share information about accessibility in accommodation, resources and tourist destinations objectively, clearly and concisely.

They have more than 15 years' experience in the creation and promotion of inclusive tourist services for all, forming networks and contacts to share the accessibility of hotels, restaurants, museums, beaches, tourist activities, experiences, accessible routes, destinations and much more with the end customer, agencies and tour operators specialised in the sector.

They believe that "**Knowing that something or somewhere is accessible is just as important as it being accessible**", and for this reason they promote it from all possible perspectives:

- They manage the web-app portal "Equalitas Vitae Turismo Accesible", the **leading accessible tourism portal** in Spain, with objective, detailed information updated daily. They offer detailed accessibility information on more than 3,000 tourist resources, accept reviews and suggest new accessible places.
- **They promote accessible tourist destinations**.
- They create and maintain online accessible tourism guides for tourist destinations.
- They create and promote **inclusive tourist routes**
- They distinguish tourism resources with the Equalitas Vitae Accessibility Badge.
- They manage the leading **accessible travel blog** in Spanish for people with disabilities.
- They coordinate and participate in famtrip or blog trip with national and international tour operators specialised in accessible tourism.
- They produce the **radio programme** on accessible tourism “Silleros Viajeros” on Radio Viajera.
- Direct presentations to tour operators and end customers (webinars).
- They have a large community on social media, with over 20,000 followers and different collaborative platforms.
- They work throughout the national territory and in international promotion.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility
- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

equalitas ACCESIBILIDAD

EQUALITAS VITAE CONSULTORES Y ASESORES

www.equalitasaccesibilidad.com

Accessibility consultants specialised in accessible tourism with more than 15 years of experience. Leader in the promotion of inclusive tourism. Consultancy, promotion, strategic accessible tourism plans, accessible travel blogs, online and face-to-face accessible tourism courses.

collaborating member
Smart Tourism Destinations Network

GENERATION OF ACCESSIBLE PDF CONTENT

Adaptation of informative content from panels or brochures to accessible PDF files, **compatible with screen readers** for visually impaired people.

They adapt the informative content available in a visual version through **digital content** so that it can be consumed independently, also by **people with visual impairments**.

As an example, a printed brochure can include a QR code that links to a PDF file with all the information in the brochure itself, so that blind people can access the content through their screen reader. The information is organised with headings, which will allow optimal navigation through the document, **enabling the user to move freely** and choose the parts that may be of special interest and skipping those that are not.

These files are designed so that **people with poor eyesight** can also access the information in a more simple way, since certain guidelines are followed (such as the use of certain fonts, font size, colour contrast), which makes it easier to read.

Of course, this digital content is completely useful for people without visual impairment. This solution makes it easy and economical to provide informative content to everyone, regardless of their abilities.

It is especially suitable for offering information in museums, visitor centres, information panels on tourist routes, brochures and catalogues.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility

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EUROPEAN INCLUSIVE TOURISM INSTITUTE. ACCESSIBLE TOURISM TRAINING

As a consultancy, Equalitas Accessibility offers training services related to accessibility and accessible tourism.

Face-to-face training:

- **Awareness workshops** for the tourism sector.
- They develop **training workshops** geared at the tourism sector with the aim of providing tourism professionals with tools to **design, create and promote products and services accessible to all people**.

Their **workshops** are fundamentally **practical** for attendees to learn through play, solving everyday situations they encounter in their daily lives and learning examples of best practices.

The content of the workshops is diverse and **bespoke** courses can be created.

The content, practical exercises and duration of the workshops **is adapted to the needs** of the participants.

The team of trainers consists of **professionals from universal design, experts in inclusive marketing and accessible tourism**. In addition, the trainers include people with disabilities.

These workshops are aimed at professionals in the tourism sector:

- Tourism managers
- Tourism resource managers
- Tourism technicians
- People who assist visitors, either directly or indirectly
- Tourist offices
- Communication and/or promotion managers in tourism companies or destinations

Online training: European Inclusive Tourism Institute

They offer online training through the accessible tourism training platform, www.institutoeuropeodeturismoinclusivo.org, with leading professionals in the sector as teachers.

Through video courses, at a very attractive price, unassisted training, from anywhere, with a very practical straightforward approach.

They carry out direct online training (webinar), adapted to each place and the needs of the participants.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility

TYPE OF DESTINATION

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DRAFTING A TOURISM ACCESSIBILITY PLAN AND TOURISM ACCESSIBILITY DIAGNOSIS

Drafting of Tourism Accessibility Plan for the adaptation of tourist destinations for all people, especially those who have physical, visual, hearing or intellectual disabilities.

Phases:

- Prior analysis and desk research.
- Determination of scopes and analysis sample.
- Social participation
- Diagnosis of face-to-face accessibility.
- Establishing key programme areas
- Definition of proposals and actions in the areas of: governance, sustainability, accessibility, innovation, online marketing, training and information systems.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility
- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

eurecat
Technology Centre of Catalonia

EURECAT

www.eurecat.org

Supplier of innovative and differential technology to respond to innovation needs and boost technological competitiveness in the business world.

DEVELOPMENT OF TOURIST PLATFORMS FOR SMART DESTINATIONS APPLYING CMS

Eurecat develops **digital solutions and tourism platforms (WEBAPP/APP)** with a view to providing an efficient tool that makes it possible to manage a destination's tourism resources, activities and services to all the roles and stakeholders involved in the tourism ecosystem.

The platform is highly **customisable and configurable**, providing users with access to tourist information and the entire range of products and activities pertaining to a specific region and a specific topic, if necessary.

The tool boasts **content management** functions as regards governance and companies, user management and a dashboard with customisable KPIs. It also features a booking gateway with QR ticketing and a smart activity recommender that uses smart systems to suggest experiences that best fit the needs of users, taking into consideration the influx, booking options, parking options, schedules or weather, as well as other factors, in real time.

The platform uses capacity control sensors and external sources to provide **real-time information** about the environment and features gamification tools to facilitate the collection of data from users in a friendly way in the form of quizzes and games. What's more, applying geocaching mechanics, users can discover hidden corners and complete missions spread in the destination, encouraging visits to less crowded areas and decongests the most frequented areas.

The platform helps tourism business managers **to digitise their products and manage their bookings in a user-friendly and intuitive way** using their mobile terminal, thus speeding up the interaction with their visitors. Finally, the platform generates indicators for tourist destination managers by monitoring user interaction with the platform. As a result, it is possible to establish the profile of users, their interests and their behaviour in the destination, making it possible to take correct strategic decisions to improve the tourist experience and the quality of the service.

Institucional member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

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EMOTIONAL MAP

Eurecat offers advanced technological solutions to **assess the emotions** of users attending a live event, thus making it possible to assess the attendee's experience as part of the different activities available and help the organiser to improve the experience.

The measurement technology involves the use of wearable devices used for the concurrent recording of cardiac and electrodermal activity. This data is then subject to statistical processes to obtain an emotional map of the different areas included on the participants' route, or to observe the synchronisation of responses between participants as a measure of engagement, in addition to other uses.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Innovation
- Technology

TYPE OF DESTINATION

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TOURIST MOBILITY IN THE DESTINATION

Eurecat offers advanced technological solutions to analyse mobility patterns and manage tourist flows in areas of high tourist interest. **Using IoT and Big Data** technologies, this platform makes it possible to monitor tourist movements in real time, providing detailed information about the place of origin of visitors, their mobility, points of visit and where they are staying overnight.

This platform allows tourist destinations to more efficiently manage tourist flows, meaning it is possible to improve the planning and organisation of the territory and generate a more satisfactory experience for visitors. What's more, by applying data analysis technologies, customers can make informed decisions based on accurate, real-time information on tourists' mobility patterns.

Eurecat offers advanced technological solutions for tourist destinations with an interest in optimising the management of their tourist flows and improving the visitor experience by analysing mobility patterns and the real-time monitoring of tourist movements.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

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PRODUCTION OF IMMERSIVE SOUND CONTENT (SFËAR) AND INSTALLATION AND PRODUCTION OF 3D AUDIO EXPERIENCES

Eurecat has a technological solution for companies and tourist destinations to create high-quality immersive audiovisual productions. Sfëar technology allows audio and music to be effectively integrated into any audiovisual project, ranging from documentaries to films, with exceptional sound quality and an immersive listening experience.

This solution is compatible with the most important Digital Audio Workstations on the market and allows audio professionals to work with maximum efficiency and flexibility when creating next-level audiovisual productions.

Eurecat also offers **customised 3D audio solutions** for companies and tourist destinations. From music production to creating immersive experiences at museums, festivals, nightclubs, concert halls, conference rooms and restaurants, our market-leading technology allows you to create unique 3D audio systems tailored to your needs. This solution allows us to offer 3D audio content production services to ensure your immersive experience is both one-of-a-kind and captivating.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

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CIRCULAR ECONOMY ROADMAP

The Eurecat Foundation offers a **Circular Transformation Roadmap service for tourist destinations and/or companies that are looking to improve their competitiveness while becoming more responsible in relation to the environment**.

Its team of experts provides assistance in the definition of a circular economy strategy in line with the destination or company's strategy in the short, medium and long term. As part of this service, customers can identify, prioritise and promote the most appropriate main circular transformation projects depending on their needs, helping them to stand out in the market and position themselves as tourist destinations committed to sustainability.

The project structure is structured around four work blocks, meaning the results obtained at the end of each phase can be evaluated:

- **Diagnostics phase**: analysis of the circularity of processes, products or services, as well as potential new business models.
- **Strategy phase**: definition of the circular strategy aligned with the strategy.
- **Initiatives phase**: identification and definition of circular economy initiatives.
- **Transformation plan phase**: Selection, prioritisation and scheduling of initiatives over time to define the route forward in the circular transformation.

Once the service comes to an end, a series of initiatives to implement technologies and solutions based on the circular economy is generated to transform the destination or business model and to incorporate new value propositions in the form of products, services or improvements. The conceptualisation is also delivered in the form of a transformation plan and executive summary of the opportunities in the form of circular economy incorporation projects for their implementation to be implemented in the short term.

Using the Circular Transformation Roadmap service, customers can take effective action against climate change while making themselves stand out on the market.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability

TYPE OF DESTINATION

TYPE OF SOLUTION

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TOURISM CONSULTANCY SERVICES

Eurecat Tourism Consultancy offers comprehensive innovation and sustainability services to enhance the competitiveness of tourist destinations. Our advanced services include:

1 Tourist Flow and Sustainable Mobility:

- Heritage preservation studies and sustainable mobility analysis.
- International benchmarking and good practices in sustainable mobility.
- Analysis of tourist profiles using Big Data.
- Studies on spaces with high transit and mass events.

2 Tourism Intelligence Platforms:

- Integration of data on flights, cruises, hotel occupancy, etc.
- Design and monitoring of KPIs for mobility and socioeconomic stakeholders.
- Instruments and KPIs to analyse the impact and evolution of tourism supply and demand.

3 AI Models:

- Mobility analysis and resource forecasting using wireless connection in closed areas.
- Artificial Intelligence applied to queries, comments and customised campaigns.

4 Roadmaps, Sustainability, Circularity and Tourism:

- Roadmaps for digital and circular transformation.
- Advanced studies on sustainability and tourism applying good international practices.
- Identification of obstacles and strategies against climate change.

5 Technology Surveillance and Trend Analysis Reports:

- Reports focussed on four key components.
  - > Consumption needs, lifestyle and sociocultural trends.
  - > Legislative, environmental and sociocultural aspects.
  - > Emerging technologies and technological advances.
  - > Competition, products and services under development in the main markets.

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Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

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WATER MANAGEMENT AND OPTIMISATION SYSTEMS

Fundació Eurecat offers advanced water cycle data management solutions. **They cover the entire value chain**, from collection and extraction to treatment, distribution, consumption and management of wastewater. They also employ multiple Artificial Intelligence techniques, including recommender systems, digital twins, resource optimisation systems and even optimal autonomous asset control systems.

Their **AI solutions** allow informed and efficient decisions to be taken for more effective and sustainable water management in the tourist destination.

Institucional member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

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DISPLAY TECHNOLOGIES: VIRTUAL REALITY, AUGMENTED REALITY, EXTENDED REALITY AND METAVERSE

Eurecat has a team of professionals and resources that is highly specialised in the creation of immersive experiences and in the 3D digitisation of objects and places.

Thanks to **virtual, augmented, extended and metaverse**reality technologies, they offer personalised solutions adapted to the specific needs of each project. They also facilitate the creation of Virtual Tours that generate an enriching and exciting virtual visit.

With extensive experience in the cultural and creative industries, Eurecat is committed to helping tourist destinations stand out in an increasingly competitive market.

Institucional member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

EVERYCODE

www.insuit.net/es/

Company formed by a team of people committed to a clear purpose: to strive for universality on the internet. They have developed the accessibility platform inSuit, a solution that improves web accessibility and usability simply.

INSUIT

InSuit is a solution that improves **web accessibility and usability** in a simple manner. This is a platform that adds a layer of information to websites based on the W3C international accessibility standards, customised by experts in accessibility and usability, and a series of tools for accessible browsing (technical support). Among other awards, the InSuit platform received the Queen Letizia Prize for Accessibility Technology, and was a finalist in the international Tourism for Tomorrow Awards.

inSuit:

- Enables automatic compliance with many **W3C** recommendations regarding web accessibility.
- Provides access to tools in the cloud so that everybody can **browse in a way that is adapted to their needs** and preferences.
- Enables compliance with Royal Decree 1112/2018 on web accessibility, together with its **inSuit 360** service.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

EXCELENCIA TURÍSTICA

EXCELENCIA TURÍSTICA

www.excelenciaturistica.es

Excelencia Turística is a tourism marketing and promotion agency that works with councils, local entities, tourism brands, tourism associations, commerce and hospitality, destinations, experiences and lodging, brands and companies.

DESTINATION WEB PLATFORM AND APP FOR COMMERCE, HOSPITALITY, TOURISM AND HERITAGE

Destination platform and local marketplace for commerce, hospitality and tourism.

Excelencia Turística offers a platform for all businesses, restaurants, hotels and activities to promote and market together on the **local white-label destination platform** for councils or associations, with tools such as consumer support vouchers, information, planning, promotion, sales, bookings. The overarching aim is to promote the destination's commitment to excellence, digitalisation and sustainability.

The platform is certifiable under ISO UNE178501 and UNE 178502 standards, focusing on innovation in tourist destinations.

They work with luxury and excellence leading destinations such as Marbella, Puerto Banús, or rural, cultural, family and wine tourism destinations such as Medina del Campo.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

EXPERT.AI

www.expert.ai

Expert.ai is a frontrunner in artificial intelligence, with over 20 years of experience in natural language understanding (NLU). Their technology helps companies and public bodies to manage internal and external information efficiently.

TISS (SUSTAINABLE AND SMART TOURISM)

A system that enables **an exhaustive analysis to be performed on all kinds of unstructured information, both internal and external**, to search for and organise relevant information, providing useful conclusions. Hybrid AI (NLP-NLU and ML) based on the compression of human language to analyse, process and disambiguate any concept. By assigning meaning to words based on context, it increases the efficiency of analysis and automates intelligence processes, overcoming the limitations of conventional keyword-based engines.

What can be expected from a solution like this one?

- Semantic analysis and weighting of tourists' opinions in relation to the destination and/or the attractions and activities: heritage and nature, sports, restaurants, oenology, etc., that will they choose as part of their next holiday.
- Semantic analysis and weighting of local residents regarding the arrival of tourists and their impact on the development of local businesses.
- Reputational analysis of institutions, destinations and/or the activities and campaigns undertaken.
- Monitoring, compilation and early detection of trends, news and comments regarding activities being carried out in relation to the tourist destination and the different plans: culture, heritage and nature, oenology, restoration.
- Analysis of the impact of the different campaigns performed and on tourist destinations in line with the different plans. Others of interest to the region.

What sources can be used?

TISS can easily work with a wide range of information sources and data formats (doc, PDF, HTML, TXT, etc.), traditional sources (system folders, the internet, intranets, RSS, etc.) and connectors to obtain data from alternate sources (social media, emails, text messages, news channels), document libraries and knowledge bases. It allows the customisation of information from any volume of unstructured content for open-source intelligence activities and operational risk management. It also manages structured information from conventional relational databases, and can be adapted to obtain and analyse information directly from the monitoring devices.

This **multilingual solution** is based on a semantic network that contains millions of concepts and relationships between meanings, a critical aspect for the tourism sector.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Innovation
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

FABER TELECOM

FABERTELECOM

www.fabertelecom.es

Fabertelecom carries out wireless Wi-Fi network installations for user access with the possibility of personalised access.

SOCIAL WI-FI

Currently, the existence of **free public Wi-Fi** in the tourism sector is an essential service to find out more about our visitors. To connect to the Wi-Fi, users must provide either their email, phone number or any other information they deem appropriate. Then, they can browse for free during the scheduled time. With this data provided by the user, tourist destinations can execute marketing campaigns, loyalty campaigns for visitors, and even send satisfaction surveys during their stay or a few days after having connected to the internet via Wi-Fi.

Fabertelecom installs, manages and maintains Wi-Fi installations, accompanied by customer loyalty campaigns.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

FIWOO

FIWOO

www.fiwoo.eu

FIWOO SL is a product company, responsible for the development and sale of licences and services in relation to the FIWOO Platform, a no-code platform that uses market FIWARE allowing user to create Smart solutions without the need for technical knowledge.

FIWOO

FIWOO is a **No-code IoT Platform that uses FIWARE**; its purpose is to help design a Smart Tourism Destination, using a simple user interface that allows data to be collected from multiple tourist destinations, integrating applications, devices, sensors and all types of hardware in a single environment. The no-code philosophy places the user at the heart of the entire ecosystem. FIWOO places its full potential at the disposal of the destination with powerful visual tools and simple wizards that allow them to create verticals and components without launching a single line of code.

FIWOO, with its layer-based architecture in line with AENOR UNE178104:2017 standard, is a horizontal, open, modular, scalable, robust, secure, interoperable and integrative no-code platform for the management of tourism and Smart City IoT applications and services.

It is the first platform of its kind, allowing organisations to combine their operational needs (apps or verticals) with their strategic vision (smart dashboards) by combining data in real time.

FIWOO creates, integrates and groups verticals and use cases together in a single smart ecosystem. Users can create dashboards, connect devices and even generate smart rules using a simple graphical interface.

FIWOO offers a comprehensive product in terms of software and hardware that is intuitive and user-focussed, that managers can use to obtain a global and integrated vision of their city, improving residents' quality of life. It makes it possible for policies to be applied based on data, interpreting and automating responses in real time while collecting information from the entire city, creating active communication channels with the citizen to resolve the needs that arise each day in the city.

FIWOO offers a comprehensive product in terms of software and hardware that is intuitive and user-focussed, that managers can use to obtain a global and integrated vision of their city, improving residents' quality of life. It makes it possible for policies to be applied based on data, interpreting and automating responses in real time while collecting information from the entire city, creating active communication channels with the citizen to resolve the needs that arise each day in the city.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

FORWARDKEYS

www.forwardkeys.com

They provide an invaluable service to tourism organisations, hotels and retailers interested in knowing who is traveling where, when and for how long. The company is able to share this information thanks to its extensive access to global ticketing data.

DESTINATION GATEWAY

ForwardKeys collaborates with Smart Tourism Destinations managers and companies in the sector through a wide variety of data sources and platforms to monitor, **analyse and predict air passenger traffic**.

Depending on the resources and needs of the destination, ForwardKeys can deliver different categories of information with a high level of detail and flexibility to facilitate operational and strategic decision-making.

In the event that the destination already has a platform to integrate different kinds of data, through the Connect platform, ForwardKeys offers direct access to the data sets to be included in its tourism management dashboards. If the destination does not have these capabilities, it can also access the information in the form of display tools aimed at analysing a wide variety of the most common use cases in a more intuitive manner.

Destination Gateway is a platform designed specifically for DMOs, allowing them to track current and future demand, analyse air connectivity, optimise marketing campaigns, measure the impact of events in addition to a wealth of other analyses.

ForwardKeys also provides destinations with a dedicated specialist support team as well as additional services with market analysts to facilitate the transmission of knowledge in the use of data for smart tourism management.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Santa María la Real fundación

FUNDACIÓN SANTA MARÍA LA REAL

www.santamarialareal.org

A private, independent entity that works to improve our society by stimulating sustainable development and boosting regions through the launch of projects and initiatives based on three values: people, heritage and landscapes.

SMART HERITAGE MANAGEMENT

This solution involves **digitalisation and monitoring to improve conservation management, usage, security, energy efficiency and user comfort**. Moreover, it makes use of a dashboard and specific indicators that integrate the organisation's experiences and expert knowledge.

Meeting specific needs is an essential part of each solution. What's more, it offers the option to generate alerts and automatic reports. The main modules that comprise the solution:

- **Conservation management:** consideration will be given to the main aspects that may affect the conservation of adequate environmental and structural conditions. For example, temperature, humidity, xylophages, fissures, vibrations, etc.
- **Energy efficiency management:** the consumption of resources represents the most important economic expense. However, heritage has a complex relationship with efficiency, since these measures must interact with an imperative - that is, the maintenance of conditions that are adequate to prevent deterioration. Therefore, this area requires highly specialist knowledge.
- **Usage and security management:** every heritage element in use must find a sustainable relationship with the behaviour and attitudes of tourists, users and managers, who enjoy it. This use must remain conditioned by the presence of cultural assets, which form the basis of the heritage nature of the management.

An appropriate strategy for smart heritage management will improve the conservation of cultural assets and increase their durability. Moreover, the preventive nature of the actions will optimise the economic return on the investments made. The process of standardisation and implementation of automatisms that entails digital management will have a positive impact on organisational improvement and decision-making processes.

Institucional member
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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
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SMART MANAGEMENT OF CULTURAL TOURISM

This solution involves the **digitalisation and monitoring of the most relevant data for smart, strategic tourist destination management**. Moreover, they have developed a platform that includes a dashboard and specific indicators to facilitate governance and decision-making on heritage and tourism spaces.

The tool also incorporates a combination of data updated in real time and indicators with strategic value, allowing short, medium and long-term action planning. In this way, it is possible to coordinate both immediate and preventative measures. Therefore, it is positioned as a relevant solution for the planning of tourism destination management in cultural tourism destinations.

Furthermore, the nature of the technology implemented facilitates the integration of a group of destinations, allowing for regional management, and offering a combined vision that incorporates both the specific vision of each destination and a comprehensive vision of the most relevant aspects of management.

Finally, the proposal includes a **specific indicator system** for studying the history, behaviour, characteristics and impact of tourism on heritage assets and their management, in order to be able to act accordingly.

The implementation of an appropriate strategy for cultural tourism management will serve as a distinctive factor for the destination, enabling improved experiences and visit quality via the application of appropriate control tools. As a result, destination will be able to improve user and visitor experiences.

Institucional member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
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SAFE VISITOR MANAGEMENT

This solution incorporates **digitalisation and monitoring to improve the management of visitor safety, including capacity and crowd management, integrating blockchain as an element for certifying the safety measures implemented by destinations**.

The electronic system for controlling capacity and crowd levels enables safe visitor management in accordance with the relevant health and safety recommendations, using interactive display panels and informing the staff responsible, to avoid overcrowding or risky situations. The tool also incorporates a specific indicator system for studying the history, behaviour, characteristics and impact of tourism on heritage assets and their management, to be able to subsequently act accordingly. The system can provide the following information:

- **Measurement and control of visitor capacity and flow**, as a whole or by room, in a heritage space in real time, without the need to store data on the platform.
- **Integration on a digital platform (MHS) for managing and visualising data**. With this option, the data will be added and stored on the management platform.

The aim of this system is to respond to the need to implement digital solutions so that heritage assets that have a tourism and cultural use can offer greater visitor safety, and therefore be able to generate the necessary user confidence to turn these assets into drivers of social and economic recovery from the effects of the pandemic.

The implementation of an appropriate strategy for safe visitor management will serve as a distinctive factor for the destination, enabling improvements to the experience and quality of the visit, through the application of appropriate control tools.

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A private, independent entity that works to improve our society by stimulating sustainable development and boosting regions through the launch of projects and initiatives based on three values: people, heritage and landscapes.

DIGITAL PREVENTION CONSERVATION PLANS

This solution is structured around the merger of two key strategies to sustainably and responsibly manage heritage. The first and fundamental strategy is preventive conservation. This strategy assesses, plans and manages conservation to reduce interventions on buildings insofar as possible, maintaining constant control over conservation conditions. The second strategy is digitalisation, understood as all digital, inventory, information management and analysis processes that help to effectively implement the previous strategy.

Digital prevention conservation plans are modular products that integrate with one another, providing information in a multidirectional way via a dashboard with a clear orientation as regards the usability of the product.

The modules are as follows:

- **Dashboard**: integrates the different modules, with a graphic representation of the heritage element, as well as an agenda with the next inspections to be performed, scheduled accordingly.
- **Inventory module**: This module is supported by a geographic information system, in such a way that the element is broken down into different units and acronymised using a unique identifier. This identifier is then used to connect it to the other modules that make up the solution. The elements are assessed based on their state of preservation.
- **Risk management module**: identifies risks and how they change as the implementation of the PCP develops.
- **Prevention conservation module**: CMMS for heritage, establishing the periodic actions necessary for conservation. It also serves as the database used to record the actions performed over time.
- **Economic module**: helps to plan the economic management of the PCP.

An appropriate strategy for smart heritage management will improve the conservation of cultural assets and increase their durability. Moreover, the preventive nature of the actions will optimise the economic return on the investments made.

Institucional member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

FutureSpace

FUTURE SPACE

www.futurespace.es

A Spanish company specialising in the development of software products and services. It provides its customers with solutions that enable them to improve their business and decision-making processes. It works with technologies such as artificial intelligence or graph processing.

FS LOYALTY-DISCOVERY

This platform enables the **development of loyalty ecosystems for citizens**, through which they can enjoy benefits, experiences and products offered to them by businesses associated with the programme proposed by the Administration.

The platform is based on the concept of a coexistence model that, on the one hand, supports traditional loyalty models and, on the other hand, creates an innovative multi-brand ecosystem.

It is characterised by:

- **Citizen behaviour analytics capabilities**: both contextual marketing and content discovery capabilities, based on mobile device behaviour, and information in open source publications (social media).
- **Module for the management and customisation of recommendations** based on algorithms and models of user similarity, content similarity and collaborative filtering.
- **Module for managing virtual currencies** associated with products and events.
- Multichannel campaign manager.
- **Mobile SDK compatible with Android and iOS platforms for the capture and analysis of user behaviour** on their mobile device through the installation of the Administration app, or creation of the app, if it does not exist.
- **Management module sending rich push notifications** compatible with Android and iOS platforms.
- **Module for retrieval of information associated with geographical coordinates**. Commercial procurement, commercial categories, cadastral information and open data
- **Administration portal**, both for the Administration to manage the businesses and for the business itself to create offers and capture targets.

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- Governance
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FS OSINT

FS OSINT is a series of solutions that serves to **obtain information from open sources that have been consolidated in the FS Social Listening solution**:

FS Social. It allows users to monitor different open sources in real time, whether directly online, social media, or compilations created by official bodies and other organisations. Main features:

- More than 40 sources of information available for monitoring purposes, including social media, general media, forums, blogs and proprietary channels.
- Filters available that can be applied to all exported information. Possibility of creating custom filters for the purposes of segmentation.
- Default 30-day data history from the point at which monitoring begins. Historical constructions going back in time also available.
- Fully customisable metrics, dashboards and reports. Consumable access mode available, with the customer being able to view the information analysed, or fully actionable, if the customer would also like to access the platform and generate their own dashboards.

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SMARTGRAPH

A graph data analytics platform that works with real-time information and can be used by both business users and data analysts.

It is characterised by:

1 Big Data with graphs

Integrates and interrelates all the business information in a graph structure, which provides a new perspective for reading information and its graphical visualisation.

Unique and efficient platform for understanding results and detecting incidents in processes. Reduces response times with a simple usability that facilitates the company's digital transformation.

2 Real-time information

Monitor every query in seconds, ensuring speedy management to detect potential activity risks.

A rules engine technology that visualises business information, analyses data, and enriches it with real-time, machine learning models.

3 Artificial intelligence

By combining the analysis of the information with graphs, with artificial intelligence, the rate of false positives is reduced and new indicators appear for the implementation of a good verification process.

It allows data scientists to use SmartGraph-specific, trained analytical models or create new models to meet business needs.

4 Automation

It designs process workflows to interact with any system and report potential issues while machine learning models evaluate information.

SmartGraph allows users to decide how the models are classified, reducing operational costs, with an automated system based on artificial intelligence.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

GECOR
TU PLATAFORMA DE PARTICIPACIÓN CIUDADANA

GECOR SYSTEM

www.gecorweb.com

Gecor System develops technological solutions with the aim of improving quality of life within cities. With over 15 years of experience, this company is a pioneer in the Smart Cities field, and has implemented trailblazing tools in countless cities across the world.

GECOR

GECOR consists of a **transversal Smart City platform**, which has a city app for access to council services. It is a technological service designed **to facilitate participation and two-way communication with citizens, in addition to the digitalised management of public services**.

Local councils and other administrations gain a two-way communication channel that creates a positive, transparent relationship between citizens or visitors, of different profiles, and authorities, in a Smart City context.

One of the main services of this city platform is made up of a cross-functional management system for the maintenance of public spaces, which integrates citizens, municipal technicians and city managers.

The power of this service supports the integration of the organisation's internal processes, and more **efficient management**.

- Both citizens and technicians are able to trace messages sent.
- The solution's settings allow these messages to be assigned automatically, internally reassigned, or sent to suppliers.
- Both documentation and management are simplified, thus saving time, improving responses and modernising the system.

The tool features a range of functions, which include:

- Measurement of citizen satisfaction through targeted surveys.
- Controlling and measuring capacity.
- Segmented communication channels.
- Integration with WhatsApp chatbot.
- Virtual tourist office (with modules for points of interest, festivities, tourist information and chat).
- Services for the elderly (with information and a chat feature)
- An app screen with key links to municipal websites where people can fill in paperwork and carry out other procedures

collaborating member
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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Graphene Solutions

GRAPHENE SOLUTIONS

www.graphesol.com

R&D&I company with solutions aimed at improving the environment and energy efficiency. Graphene Solutions offers new points of view for town and city councils, allowing them to change the structure of urban energy, hydrogenate the municipality, making it sustainable and economically independent.

BIOTECHNOLOGY FOR BEACHES

Bioremediation consists of using bacteria and enzymes to solve contamination or environmental problems. This technology allows two applications for tourist destinations in sand and water.

The application of biotechnology on beaches is centred on three uses:

1 **Elimination of biological remains on dog-friendly beaches**. The bacteria and enzymes act on biological remains, decomposing the chain compounds into simple molecules, thus eliminating not only biological remains, but also odours.

2 **Treatment of seaweed**. Many town councils pile up the seaweed that washes up along the coast, generating unpleasant smells and annoyance to holidaymakers. Biotechnological treatment makes the seaweed composting time much quicker, removing larvae, mosquitoes and, above all, the bad smells from decaying seaweed.

3 **Stains from petroleum products**. In the event of the appearance of diesel or tar stains, biotechnology allows the hydrocarbon molecules to break them down, not only at a surface level, but to penetrate the earth by removing the remains to a depth of up to approximately 4 metres.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

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ECOTOTEM

Ecototem is a vertical modular structure where various racks are inserted to **filter the air in cities or particularly polluted spaces** which produce a high level of NOx, SOx, COVs and PPM particulates, and that are exposed to bacteriological threats.

The project combines, for the first time, different technologies according to a proprietary design that incorporates several patents and applications. There is no other project on the market with these characteristics for decontaminating cities and offering spaces where the air is free from viruses and bacteria.

It can also be equipped with an air quality meter integrated into a web platform, enabling remote management and preventative maintenance. At the same time, it offers statistics on these air quality readings in a very accessible and easy-to-use way, with an information interface that is extremely understandable and can be accessed by technicians and residents on foot through their own devices with Wi-Fi.

The system can be interconnected with a wide network of sensors and platforms using highly compatible and interoperable wireless communications technology and protocols.

This makes the Ecototem an air quality measurement and information system capable of creating an air quality map, to provide information to citizens and institutions through apps or through the Smart Cities system via Open data

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- Sustainability
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LIQUID PHOTOCATALYSIS NANOLAYER 2 YEARS COVID FREE

Liquid photocatalysis nanolayer is a revolutionary anti-COVID product that **protects any surface** for a period of two years, decontaminating the air that comes into contact with the treated surface.

It reacts with sunlight or ultraviolet light and is activated by producing an oxidation process that affects the Covid-19 membrane. In this way, any surface can be protected for the following two years.

Surfaces with nanolayer act by purifying the air that comes into contact with them and by eliminating pollution, improving the interior air of buildings.

It can be administered on metals, glass, marble, wood, fabrics, etc. It removes biological contaminants, viruses, bacteria, fungi and pollen, as well as bad odours. It saves cleaning time and cleaning products, is non-toxic and has SGS efficacy certification.

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- Technology

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SMART ODOR WASTE

Smart Odor Waste is designed and patented by Graphesol .
It is an IoT device that represents the evolution of current smart devices for **waste management**.

To the usual functions, Smart Odor Waste adds a feature for removing bad smells from containers, eliminating organic waste, reducing pollutants and bacteria.

Currently, IoT devices measure the height of the waste and the temperature and emit a signal advising whether a container should be collected or not. Other features include opening the container with a citizen card, geolocation or reporting vandalism.

With this new device, a fundamental function is added to tourist municipalities through eliminating complaints of bad odours from the containers, and a new business line is added to the waste management companies through the **loading and maintenance of the biocidal liquid**.

This natural biocidal liquid is made up of natural bacteria and enzymes that remove all odour components and any organic residue, as well as nitrates and other contaminants.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

GreeMko
Green Management Technology

GREEMKO

www.greemko.com

GreeMko is a 100% Spanish impact company, specialised in the environmental area and the carbon footprint calculation. GreeMko's differentiating elements include its team, digitalisation and being a comprehensive solution for all environmental aspects.

GREEN SMART: MEASUREMENT OF THE CARBON FOOTPRINT AT THE DESTINATION

Precise and traceable calculation of a destination's carbon footprint and preparation of the first carbon footprint database by companies, public or private, so that destinations can know their impact, as well as compare themselves with similar companies, and devise mitigation plans.

Precise, automatic and traceable calculation of the carbon footprint of infrastructures, buildings, vehicle fleet and public companies. This information will serve as the basis for drawing up strategic emission reduction plans (setting specific objectives for assets in the short and medium term, more efficient assets, identifying good practices, prioritising mitigation actions, etc.) and thus facilitating reporting of this type of indicator (for example, to access public funds).

In addition, **destinations can include the carbon footprint as a real criterion when selecting a supplier**, and use the comparison of the carbon footprint a supplier generates to award the contract for a service, execution of the work, or supply delivery. Additionally, the contract manager is able to monitor the footprint during the contract's execution, and thus compare the footprint estimated during the bidding process and the actual footprint.

This solution helps to comply with Law 7/2021 on Climate Change and Energy Transition, and Law 9/2017 on Public Sector Contracts.

At the same time, the company makes a simple, automatic and traceable solution available to private companies to carry out the calculation, reduction plan, report and registration of the carbon footprint, and to make comparisons with companies from the same region, engaged in the same activity.

Finally, the mobility solution allows tourists to find the carbon footprint of their journey instantly. It is online, anonymous and customisable. The destination can track the results in real time with all kinds of analytics.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

GUIAVENTURAS

www.guiaventuras.com

Offers an **innovative tourist experience** to visitors as well as **self-guided tourist itineraries** .

Creates **digital tourist treasure hunts** that immerse visitors in an immersive experience. As part of a self-guided tourist itinerary, visitors can enjoy the history, heritage and curiosities of a **town's old quarter, museum, archaeological site or cemetery** (necrotourism).

GUIAVENTURAS, TOURIST ROUTES AS A TREASURE HUNT

Creation and implementation of **innovative tourist experiences** that highlight heritage in an attractive way thanks to a **self-guided tourist itinerary.**

Through an **audio narrated digital tourist treasure hunt**, visitors enjoy an immersive experience featuring history, heritage and fun facts of an old quarter, museum, archaeological site or cemetery (necrotourism). Users will not be able to progress in their route until they give a correct answer to a question about the place they are visiting. This "gamification" twist makes it **ideal for family tourism**.

Traditional or escape: Some clients have chosen to create a **conventional** tourist route, while others have turned it into an immersive adventure generating authentic games of **tourist escape room** ("Herencia Sefardí" in Hervás, "El Samsón de Extremadura in Trujillo", "30 Monedas" in Pedraza, etc.)

Complete pack: Guiaventuras provides the technology, creates the tourist route, the content of the points, photos and questions of the treasure hunt.

Technology pack: They provide technology, and the council/tourist office/museum generates the itinerary and content (with the advice, support and help of the adventure guide team).

Customers: They have been working for 6 years. They offer more than 150 tourist treasure hunts in 9 countries. Its destinations and clients include Merida, Cadiz, Madrid, Burgos, Seville, Malaga, Zamora and Andujar

1 No apps, just scan a QR code or click on a link.

2 With audio narration.

3 No accounts, or personal data.

4 No maps or brochures. Eco-friendly.

5 Available 24 hours a day, 356 days a year.

6 No bookings, no schedules, no quotas, no visitor management.

7 Available in 8 languages.

8 Free for the end user.

9 No need to install or maintain any infrastructure.

10 No maintenance fees.

11 Includes statistical reports.

12 Visibility for the destination.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

GVAM
MOBILE GUIDES FOR ALL

GVAM

www.gvam.es

GVAM is the leading company in the production of destination APPS/webapps and digitised resources. It also spearheaded the drafting of the UNE 178508 standard for Tourism APPs as part of SEGITTUR's tourism standardisation drive.

collaborating member
Smart Tourism Destinations Network

TOURIST VISIT APPS AND WEB APPS

GVAM is a leading company in the production of destination applications, with more than 100 APPS/webapps produced, more than 3,000 tourist resources digitalised and more than 3 million single users a year.

GVAM has spearheaded the drafting of the UNE 178508 standard for Tourism APPs as part of SEGITTUR's tourism standardisation drive.

Our project focus is:

- **One-of-a-kind projects** and unrepeatable experiences for visitors to cities, regions and cultural and natural heritage centres, etc.
- **High-quality content that is accessible to everybody**: We create scripts, translations, voiceovers, photographic reports, video, 3D, Augmented Reality, Virtual Reality, Gamification, Subtitling, Sign Language, Audio descriptions, and so on.
- **Measurement and statistics**. Collection and organisation of millions of pieces of data per user in line with the 178503 standard model to ensure compatibility with new-generation target platforms, campaigns, etc.
- **Business focus**. Unlike other companies, GVAM operates its developments live and customer facing. This ensures that our solutions are tested and adapted to the day-to-day problems and needs of destinations across Spain.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

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CONTENT DIGITALISATION

GVAM is the leader in the production of digital content with more than 3,000 digitised tourist resources, meaning it has one of the biggest digital audiovisual production catalogues and experiences in Spain.

GVAM is a specialist in the production of wide variety of quality multimedia content:

- Scripts, texts, voiceovers, translations, etc.
- Photography, video, illustrations, infographics, etc.
- 3D photogrammetry, photorealistic reconstructions, animations.
- Immersive virtual environments, recreations, interactive scenarios using VR glasses.
- Augmented reality with and without markers, 2D and 3D recognition.
- Games, role-playing dynamics, competitions between groups, etc.
- Sensory accessibility aids (audiovisual, cognitive, etc.).
- Real-time positioning, maps, sensors, routes, etc.
- Visitor content creation systems, moderation, etc.

GVAM has already rolled out content viewers with augmented reality (AR) and immersive virtual reality (VR) experiences for different uses in some of its guides:

- Navigation systems using AR that contain digital markers, when viewing the surrounding area via a mobile phone camera, to display points of interest, indicate the route or to learn more about the area visitors are passing through.
- Interactive games including treasure hunts, discover keys, trigger character animations, etc. using AR to enhance interaction amongst families.
- Immersive VR experiences consumed on site with tour guides or at home using apps to avoid traffic problems, allowing the visitor to relive spaces visited or their 3D recreations.
- Immersive VR rooms next to monuments for group experiences as part of first-person visits to 3D recreations of monuments, what they used to look like, what they were used for, how they changed.

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DESTINATION MANAGEMENT TOOLS

The destination management tools, developed by GVAM, apply technology and digitalisation to the smart management of destinations and cultural facilities, such as access and flow management, automation of recommendations based on AI, digitalisation of tourism, etc. All within a single management system and multi-modal technological ecosystem:

- digitalised tourist office assistants that provide digital route planners on tablet-like devices through a drag-and-drop interface of destination activities, show the suggested result in the form of a list or editable interactive map, as per the parameters indicated for the visitor and their profile. Visitors can also save these itineraries to their own devices.
- Real-time campaign management and digital marketing. By profiling and the use of AI, the dedicated module acts as a "campaign orchestrator", connecting activities, events and offers, with the target audience in real time and with high-value automated actions.
- Access, flow and capacity management. This, based on the real-time monitoring of visitors in the destination, makes it possible to measure capacity, manage parking access, service bookings, as well as sending notices and alerts when a certain threshold is exceeded in specific areas.
- Data module, profiling and advanced statistics in relation to the use of tools by the user and the actions taken at the destination in real time.
- Connection with other tools and front-ends in place or are managed by GVAM, such as APPs, webapps, tourist portals, Smart Tourism Destinations Management platforms, etc. for the interrelation of data and logical actions.

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DESTINATION DIGITAL MARKETING TOOLS

GVAM's in-destination digital marketing tools allow for the automated profiling of each visitor, the creation and launch of destination proposals in real time based on their interests, thus becoming involved in and supporting the local tourism fabric.

GVAM's digital destination marketing tools feature a smart platform to automate the destination's communications, actions and campaigns, thus involving and supporting local tourism.

- This eliminates the need for paper and simplifies distribution: the card is digital and can be purchased from any online medium in the form of a locator. A code is entered into the App that recognises it and downloads the resources pertaining to the corresponding pack.
- Monitoring, recommendation and increase in spending: using the digital City Card usage data and the context (nearby location, day and time, city agenda, etc.), the system recommends additional products or provides discounts at establishments and activities to increase direct or indirect spending.
- Data, access and transaction control: The solution includes GVAM statistics systems, QRs to provide access to integrated centres (turnstiles, tablets, etc.), a specific ticket sales tool for tourist and cultural attractions.

GVAM's smart marketing tools are multi-support, adapting to APP/webapp front-ends, tourist portals, totems, tourist offices, etc.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

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TOURIST PORTALS AND PLANNERS

GVAM solutions for web portals and trip planners adhere to UNE standard 178505 for tourist portals, the WCAG AA accessibility standard, and a data repository in line with UNE standard 178503:2022.

GVAM's tourist portals and planners have been developed as comprehensive platforms:

- Custom development for each destination and customised design under best UX practices.
- Open standard technology, with no licences and optimal maintenance costs.
- Catalogue of resources, activities and events using its own CMS, connected to sources through a REST API or automated crawling systems.
- Smart route planning tool for visitors.
- Add-on "plug&play" modules especially for IoT, social media, recommendations, etc., generated in any medium, whether web, APP, totems, screens, etc.
- System to integrate with third-party services or other sources of information through a REST API.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

GYMKANA DIGITAL TURÍSTICA

GYMKANA DIGITAL TURÍSTICA

www.gymkanaturistica.com

Gymkana Digital Turística creates digital solutions aimed at improving the user experience at the destination, such as self-guided routes in the form of a game, tourist information points through chatbot, or fun facts about the history through riddles.

DID YOU KNOW...?

Did you know...? It was born with a **clear didactic and informative vocation**.

Using **QR codes** located under street signs, it allows visitors to learn interesting facts about the individuals our streets are named after.

The user simply has to scan the code. They will discover both written and audio information about “the legend” that the street is named after. What's more, the local council can incorporate a section on related elements, adding any relevant information about that street, such as an interpretation centre, museums, festivals or anything that is important or that they want to highlight in the place in question.

collaborating member
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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

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GYMKANA DIGITAL TURÍSTICA

Gymkana Digital Turística is a cultural route in the purest detective style. Users walk the streets of the municipality solving riddles linked to the local history and heritage. A tourist route in treasure hunt or escape room mode.

Fun treasure hunts that will immerse the visitors in stories of all kinds about the destination: time travel, ancient legends, wars, witches, scientific revolutions and much more.

The Game: To complete the route, visitors only need to scan a QR code with their mobile phone (tourism offices, shops, hotels or restaurants), or click on the game link (website, social media, WhatsApp).

No apps, no paper, no registration, no reservations; easier is impossible. Totally free, and available 24 hours a day, 365 days a year. The aim is to break down all access barriers for users to enjoy a pleasant route through the destination.

Culture: These treasure hunts promote culture and publicise make the destination, creating unique stories linked to the cultural heritage of each town or city so that travellers can discover the destination while playing, but, above all, learning.

Economy: Economic reactivation is promoted, with a focus on tourist resources, sending users to other less-visited areas, and generating prizes in the form of discounts, tickets, raffles, hotels, etc.

Commerce: Sustainable tourism is encouraged, extolling the local products and services and thus promoting local trade and economic recovery.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

HI-SERVICES, HEALTH INNOVATION SERVICES

www.hi-services.es

Health Innovation Services is a business project that integrates innovation and technology at the service of people's health through the design and production of preventative tools and portable, mobile and virtual actions.

HI POINT, HEALTH INNOVATION POINT

Hi-Point is a **modular structure** that can be adapted to any public or private environment. The main objective is to raise awareness of the public health guidelines specific to each environment.

The following elements are integrated into Hi Point:

- **Digital, interactive touchscreen:** provides information on the prevention of general health problems and action protocols to follow in the event of an emergency. It also has the only skin phototype detection software for each user and generates a personalised report identifying the risk factors for their health: recommendation of the minimum sun protection factor to use, maximum sun exposure times, ultraviolet radiation and basic protection tips.
- **Sunmaphore:** measures ultraviolet radiation levels, alerting the population by using a code based on five colours (green, yellow, orange, red, and violet) determined by the World Health Organisation (WHO). The indices are expressed with values ranging from 1 to 11.
- **Semiautomatic external defibrillator:** a portable device that diagnoses and treats cardio-respiratory arrest, restoring the usual heart rhythm through direct current pulses when the heart is fibrillating.
- **Emergency 112 button:** automatic call and communications intercom connected to the service and 112 emergency response protocol of the Balearic Islands.
- **Shade area, breastfeeding area, rest area.**
- **Charging area:** for mobile devices and area for charging electric wheelchairs.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Hi services
Health Innovation

HI-SERVICES, HEALTH INNOVATION SERVICES

www.hi-services.es

Health Innovation Services is a business project that integrates innovation and technology at the service of people's health through the design and production of preventative tools and portable, mobile and virtual actions.

INFO POINT

A wooden structure with a customisable design. It features a touch screen that users can interact with via information provided by the public body using the product.

This information is made available to residents and visitors through a new communication channel and reference point for people in the area. Concepts such as the municipality's history and coat of arms, what life is like there now, its traditions, what there is to visit, where to eat and what actions are being carried out in relation to the Sustainable Development Goals (SDGs) are some examples of the many options this new method offers for interacting with citizens.

It is a perfect digital, interactive signage solution, through which municipalities can share any relevant information dynamically and visually, thus attracting residents' attention and supporting future decisions.

- **Digital touchscreen**

  The main aim of this screen is to provide information to users, and to facilitate access to the different public and/or private services within the municipality. Moreover, the option to interact with users through personalised surveys will generate a database of highly valuable information which will provide a base for the municipal corporation to analyse and agree on possible future decisions and actions.

- **Other features included**

  > **Semiautomatic external defibrillator (DESA):** a portable device that diagnoses and treats cardio-respiratory arrest, restoring the usual heart rhythm through direct current pulses when the heart is fibrillating.

  > **Emergency button** to call 112 in case of an emergency or accident. Area to charge mobile phones or wheelchairs.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

IBBLUE (ETURISTIC 360)

www.ibblue.com

Technological solution, which integrates reservation systems for tourist accommodation (hotels, apartments, villas, etc.), in a single reservation search engine.

IBBLUE

Technological solution, which **integrates reservation systems for tourist accommodation** (hotels, apartments, villas, etc.), in a single reservation search engine.

The official meta-search engine for accommodation for entities and organisations, without intermediaries! The Trivago of institutional portals, the Booking web-hub of tourist associations or destinations.

Who is the ibblue accommodation search engine for?

- Tourist destinations.
- Hotel associations.
- Official tourism organisations.
- Hotel federations.
- Accommodation federations.
- Tourism boards.
- Councils and official tourist portals.
- Any entity that wants to offer an official accommodation availability search engine on its website, without intermediaries.

Functionality in 6 steps

- Ibblue has a search box on the official website of the destination, association or official body.
- Visitors start the search (check-in, check-out date and number of people).
- The result is listed with the price of the available accommodations.
- Visitors select the desired accommodation and start the booking process.
- The booking process continues on the official website of the selected accommodation.
- The visitor finishes their booking on the accommodation's official website.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

icloud COMPLIANCE®
CORPORATE PROTECT

ICLOUDCOMPLIANCE

www.icloudcompliance.com

Software specialised in the implementation and integration of organisational improvement processes based principally on international standards. Team formed exclusively by engineers, lawyers, economists and auditors.

ICLOUDCOMPLIANCE

IcloudCompliance is a top-level technological solution to run a management body like that of a Smart Tourism Destinations.

This technological solution **enables**:

- Streamlining KPI management processes
- Monitoring key areas, sub-areas and indicators
- Establishing action plans
- Establishing control automation, which mitigates risk factors.
- Establishing automatic, swift reports
- Documenting traceability procedures, strengthening transparency and therefore compliance.
- Centralising skills
- Setting a clear and effective calendar of corrective actions
- Integrating sensorisation APIs, and therefore strengthening the ecosystems of private organisations with regard to the public organisation.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

ideanto

IDEANTO COMUNICACIÓN

www.ideanto.com

Communication agency specialised in website development, social media management, press service, design and technology.

INTERACTIVE VIRTUAL TOURIST OFFICE WITH AI

Thanks to its knowledge of the tourism sector and Real Web development, the only website in the world in a Wordpress-based 360° interactive environment, Ideanto Comunicación has created a product that will highlight the destination's assets before and during the tourist's visit, unifying all the destination information, virtualising the municipality's heritage and serving the user 24/7 thanks to the training and integration of autonomous chatbots boasting artificial intelligence offering assistance in more than 100 languages.

What does this product have to offer the destination?

- Attract tourists while they are planning their trip, not only once they are in the destination.
- Virtualise all heritage with 360° photographs and videos, showcasing the highlights of the destination.
- Consolidate all relevant information (where to eat, accommodations, routes, etc.).
- Generate a unique and gamified environment that helps the destination stand out from the crowd.
- Generate metrics and analytics of interest.
- Harness the integration of Artificial Intelligence to assist a higher volume of visitors in own their language without higher costs.
- As it is integrated with Wordpress, the destination can update both static and dynamic information by itself should it decide not to arrange maintenance services. To this end, training is also offered at the end of the project and a detailed user manual is provided.

The virtual tourist office offers a 3D environment with all the areas of interest organised by rooms (cultural heritage, gastronomy, accommodation, nature, etc.), and generates a differential experience of the destination thanks to the virtualisation in photography and 360° video of all the important elements. It also features chatbots that use Artificial Intelligence and autonomously assist the visitor in more than 100 languages.

The Virtual Tourist Office is marketed directly to destinations (municipalities, cities, regions, etc.), the content and environment being tailored to each one. What's more, the product has been constructed in a turnkey format using existing information, generating what is needed and producing all the necessary resources so that the institution only need worry about approving and verifying the steps through to the final delivery.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

ideanto

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Communication agency specialised in website development, social media management, press service, design and technology.

REAL WEB, THE 360° INTERACTIVE WEB USING WORDPRESS

If we live life in 3D, why is web browsing still 2D? Ideanto has changed the way of understanding a web page, **creating spaces in 360° or in interactive 3D to change the user's browsing experience**.

With more than six years of development, the company has managed to create the only web in the world in a 360-degree environment based and managed from Wordpress, where you can navigate both in a traditional way (through menus), as well as interact with the elements of the environment (videos, digital signage, PDF, 360° videos, etc.). Naturally, both the static and dynamic content can be changed easily.

All with versions developed specifically for mobile, for that work perfectly on any device.

Real Web is perfect for adding value to any space (tourist attractions, hotels, restaurants, golf courses, beach clubs, etc.).

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

IMPULSA IGUALDAD

IMPULSA IGUALDAD PREDIF

www.impulsaigualdad.org

The State Representative Platform for Persons with Physical and Organic Disabilities is a non-profit, state-wide entity, declared of public utility that carries out programmes and promotes actions in favour of more than 2 million persons with physical disabilities.

ACCESSIBLE TOURISM CONSULTANCY FOR DESTINATIONS AND COMPANIES

With a one-of-a-kind and highly effective methodology constructed in collaboration with the main associations of people with disabilities in Spain and endorsed by renowned organszations including ENAT (European Network for Accessible Tourism) and SETUR.

IMPULSA EQUALDAD is committed to the development of inclusive tourism as a core right for people with disabilities. They are staunchly committed to ensuring equal access to tourism experiences with a view to improving the tourism quality of all destinations.

The institution specialises in close cooperation with tourist destinations and companies in the sector to develop strategies and solutions that guarantee accessibility to all people with disabilities across its more than 20 years of experience in the sector. It is the **first institution to prepare a Strategic Plan for Accessible Tourism in Spain**.

It currently cooperates with a large number of national and international destinations, supporting them in the development of their strategic plans, action programmes, diagnoses and actions to improve accessible and inclusive tourism for all people in destinations.

The keys for maintaining their position of leadership in this field are based on the following:

- **Proven experience**: they work successfully on a variety of projects, making destinations and services accessible and inclusive for everybody.
- **Constant innovation**: they maintain an innovative mentality by forging strategic partnerships to create solutions that are leaders in tourist accessibility.
- **Collaboration with the community**: they work in close cooperation with people with disabilities and their organisations to ensure that their solutions reflect their needs and expectations.
- **Long-term commitment**: they are committed to maintaining and continually improving accessibility in tourist destinations and services.

Institucional member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility

TYPE OF DESTINATION

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TRAINING AND AWARENESS-RAISING IN RELATION TO ACCESSIBLE TOURISM

IMPULSA EQUALDAD sets the benchmark in accessible tourism and its accessibility protocols and criteria have been approved by the entire disability sector. Since 2002, it has developed an Accessibility and Inclusive Tourism programme through which it aims to raise awareness, offer training, advice and research on accessibility and assist people with different needs, in the spheres of tourism and leisure, in collaboration with public institutions, foundations and private companies in the sector.

The virtual training platform serves as a space for online courses on different topics related to accessible tourism.

It also allows tourist destination and companies in the sector to design training tailored to the needs of their organisation in relation to the following topics:

- Universal accessibility and design for everyone.
- Accesible tourism for all.
- Customer service with a focus on accessibility needs.
- Accessibility criteria applicable to tourism, building and urban planning.
- Accessibility and CSR.
- Accessibility management in tourist establishments and destinations.
- How to organise accessible events.
- Accessible tourism workshops to "put yourself in my place."

Institucional member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility

TYPE OF DESTINATION

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TUR4ALL. ACCESSIBLE TOURISM FOR ALL

TUR4all, **"Accessible tourism for all"**, is a collaborative platform created by IMPULSA IGUALDAD with the support of the Spanish Secretary of State for Tourism (R&D&I entrepreneur project) and Fundación Vodafone España. Its aim is to provide precise, accurate information on the accessibility of destinations' tourism resources, such as hotels, restaurants, museums, monuments, natural spaces, beaches, accessible transport, destinations and experiences, and more.

It is available in 11 languages (Spanish, Catalan, Valencian, Galician, Basque, Portuguese, English, French, German, Italian and Mandarin Chinese) and its purpose is to provide people with accessibility needs with a greater degree of confidence in planning their holiday. In addition, it acts as a promotional channel for establishments and accessible tourist destinations.

In terms of international development, it has been rolled out in Portugal and Germany through agreements made with Accessible Portugal and the German Tourist Office. The company is now working towards internationalisation in several countries around the world, such as Peru, Colombia, Argentina and India, where resources can already be accessed thanks to collaborations.

On this platform, **both users and experts can evaluate, rate and add comments on the accessibility of tourist establishments**.

Moreover, on the complementary Plan Your Journey website, TUR4all provides practical, useful information for planning a trip to different destinations, especially for people with accessibility needs.

TUR4all is a **reliable, accurate source of information about accessibility** in destinations for the almost 200,000 users who visit every year.

Institucional member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility

TYPE OF DESTINATION

TYPE OF SOLUTION

INNOAREA PROJECTS

INNOAREA PROJECTS

innoarea.com

Innoarea was created with the aim of promoting innovation in companies through Extended Reality solutions and smart devices, empowering companies to place them at the forefront of digital transformation, improving processes between internal teams and customer management.

METAVERSE FOR TOURISM

Innoarea offers two solutions to focus tourism on the Metaverse. The first centres around consultancy, where the client is given all the information to know which existing platform to focus on, and offered the development of both the 3D space and the interaction, a roadmap of possible actions to be carried out within the platform, and development and communication of these actions.

The second solution is the **creation of a personalised Metaverse**, through multiplayer technology: the client will not have to be tied to the limitations of existing platforms, and will be able to create a bespoke metaverse on devices (VR Device, smartphone, web, etc.) more suitable for the target audience.

The metaverse is a good solution for tourism, since it offers a way to travel and experience places virtually. It allows tourists to visit places that might otherwise be inaccessible or too expensive to visit in real life, while also being able to visit historical or cultural places with just their internet connection.

We have been able to position the tourism sector in an innovative, technological and disruptive area. Placing each city, town or community at the forefront of innovation.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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360° VIRTUAL TOUR

Virtual tour of spaces based on real 360° stereoscopic images. Users will enjoy an **interactive experience through web browsers and VR** in which they can move through any exhibition space or installation as if they were there and interact with all kinds of information, from a complete catalogue to spaces for events or exhibitions.

- Integrates video call within the virtual tour itself.
- Combines the creation of guided tours by a user or through an audio guide.
- No physical limitation for users.
- Allows user interaction within virtual spaces.
- Adds value by displaying elements in augmented reality.
- Supplies information through video, image and text panels.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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TWIN AR

Hyper-realistic replicas of any element on the mobile screen of your customers.

Twin AR is a tool applied to tourism and heritage that allows users to view 3D objects in their real environment from their mobile phone or tablet, and position the objects on any surface without the need to install any application. Through a web platform, users can manage their 3D models and share them via a web link or QR code, and even embed them on their web page, so that they can interact with them and get more information about cultural heritage.

With Twin AR, you have easy access to a **library of 3D models, to manage and display them**. This platform is especially useful for museums and other institutions that want to display and preserve cultural heritage in an accessible and attractive way for the public. It can also be used by tourists and others interested in learning more about the cultural heritage of a region or place.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Innovation
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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VIDEO MAPPING

Video mapping is a **video projection technique that consists of projecting images or videos on irregular or unusual surfaces**, such as buildings or sculptures. Video mapping is often used at public events or sound and light shows, and can create stunning and surprising visual effects.

For a video mapping, you need a high-quality projector and specialised video editing software that allows you to fit the image to the desired surface. Video content can be created using animation programs or even by recording live video with high-quality cameras.

Video mapping has been used in a wide variety of contexts, from advertising and entertainment events to artistic and cultural projects. Some examples of its use include projecting images onto buildings at night to create an impressive visual show, or using video mapping at live music events to create an unforgettable visual experience for audiences.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

HAMACAPP®
Beach Experience

INNOVACIONES BARRERO

www.hamacapp.com

Hamacapp is dedicated to the digital transformation of sunlounger management in coastal towns and cities.

It offers local councils the opportunity to digitise sunlounger management and offer a better image of their destination and a better service to visitors.

HAMACAPP

HAMACAPP entails the digital transformation of sunlounger management at beaches and hotels.

It is the only native responsive web application that allows visitors from any town or city to **book sunloungers comfortably, quickly and easily** in advance. Users can consult all the information about sunloungers on each beach and reserve them via HAMACAPP without having to get up early to get one or the stress of not knowing whether there will be a free sunlounger when they arrive at the beach.

HAMACAPP also offers its customers, once they have made their booking, the option of reserving a safe located in their own sunlounger, as well as other delivery services that help promote products and services from local companies. Beach products such as towels, hats, glasses, flip flops and even parking spaces.

The app also provides a high volume of information about users, making data management and measurement easier. You cannot manage what you cannot measure.

The service is available in 6 languages, although it can be expanded to the languages requested by customers.

As well as the website, HAMACAPP features a control panel where the company can set parameters customise all elements of its business, with a specific module for sunloungers to control customer arrival and departure.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

CSV ANALYSIS FOR TOURISM PROJECTS. MATERIALITY AND STAKEHOLDER ANALYSIS

CSV analysis aims to **obtain profiles of local communities and groups of interest** that may be affected, or that have direct or indirect interests in the activities and projects a company, organisation or public body may carry out.

The **risks, needs, expectations and opportunities** of different local stakeholders are identified and understood, with the aim of getting to know the relevant aspects on which action can subsequently be taken.

The key objective of the Creating Shared Value (CSV) philosophy is to obtain proposals for initiatives that meet local needs, minimise risks and create value for both the company/organisation/body and the local communities, including them in the local action plan, known as the CSV plan.

INNOVARIS

www.grupoinnovaris.com

Innovaris is a company that is highly specialised in providing services in public management and administration, and also in the private sector.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

GRUPO Innovaris CONSULTORES

INNOVARIS

www.grupoinnovaris.com

Innovaris is a company that is highly specialised in providing services in public management and administration, and also in the private sector.

ANALYSING TOURIST DEMAND THROUGH BIG DATA

Through information based on the **study of statistics** and with the potential of Big Data, which will be provided by external suppliers as input, it is possible to gather data that, once processed and anonymised, provides information that is highly relevant for the sector. The following specific aspects are worked on:

- **Heat maps**: visualisation and analysis of people by specific areas and time slots. This information can be captured on a map of the location
- **Presence and mobility**: analysing the presence and flows of movement towards, from and within the destination, determining visitors' geographical origin and nearby departure point.
- **Segmentation by profiles**: taking mass, representative samples that allow segmentation into diverse socio-demographic profiles (origin, age, gender, etc.), whose data is irreversibly anonymised in strict compliance with data protection regulations (GDPR).
- **Functionality**: establishing and defining relevant indicators that can be analysed. Definition of the municipality's geographical grid, and its divisions by areas or districts. Definition of the study period and sample to be analysed.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

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Innovaris is a company that is highly specialised in providing services in public management and administration, and also in the private sector.

VIRTUAL COMPETITIVENESS, INNOVATION AND SUSTAINABILITY TRAINING CENTRE

Inntraining is an online tourism sector training platform that allows both tourist destinations and private companies to provide training programmes within an intuitive environment.

The platform has many different **features**:

- **Customisation**: by using the app, a personalised environment in line with the destination's branding can be set up.
- **Official sponsors**: there is a section for official sponsors. This provides organisations and professional associations with an extra tool to monetise the available training.
- **Course catalogue and highlighted courses**: provides descriptions of the courses available with the option to highlight those being considered. This also allows events and news of interest to the student to be shared.
- **Teaching staff**: descriptions and profiles of the teacher assigned to the course.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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Innovaris is a company that is highly specialised in providing services in public management and administration, and also in the private sector.

DESIGN AND DEVELOPMENT OF TOURISM PRODUCTS (AND TOURIST PRODUCT CLUBS)

The high levels of competition within the tourism industry, and the need to generate coordinated promotion and marketing structures that can provide more effective access to the tourism market, have made it necessary to seek new formulas based on quality control, that adjusts to visitors' tourism needs, and above all to anything related to the development of "tourism products". In this regard, a tourism product club allows the tourist destination to be positioned with a specific quality brand.

A tourist product club is a **management and planning tool, through which a group of companies and entities agree, as part of a public-private collaborative framework, to work together in an organised manner** to develop new tourism products for a specific market segment, as well as increasing the value of existing products.

It is a mechanism to **develop, value, commercialise and promote** the different tourist activities and attractions that exist in the destination, as well as a tool for cooperation between different public and private institutions in order to better make use of tourist activities, and generate wealth and employment.

Participation in the club by different entities or companies is voluntary, and is the result of the shared need to establish new opportunities for the sector that boost the creation of jobs, new company activities and tourist spending. The main objective is to create more complex, better developed products that are competitive with regard to a specific type of tourism, based on a structure and level of organisation that guarantees their compliance with pre-established standards, facilitating their promotion and commercialisation within the tourism market.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

GRUPO Innovaris CONSULTORES

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Innovaris is a company that is highly specialised in providing services in public management and administration, and also in the private sector.

ASSESSMENT OF SMART TOURISM DESTINATIONS

Innaudit is an online platform that makes it easier for tourist destinations to assess and monitor their compliance in accordance with the axes of the smart tourism destinations model or any other standard for regional improvement.

It offers an **agile system for data collection, compilation and monitoring of indicators, automatic reporting and managing destination quality** through model standards or own models.

The platform has many different features:

- Facilitate the assessment of the destination's compliance with the requirements and indicators provided for in the Smart Tourism Destinations model with an easy-to-use system tool, in accordance with the ISO 19011:2018 standard, guidelines for auditing management systems.
- Identify possible breaches and non-compliance, so that the necessary corrective actions are established.
- Joint study of destinations thanks to Business Intelligence and Benchmarking technologies.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

GRUPO Innovaris CONSULTORES

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IMPLEMENTATION OF MANAGEMENT SYSTEMS (QUALITY, ENVIRONMENT, OCCUPATIONAL RISK PREVENTION)

With the objective of supporting the development of high-quality tourist attractions, Innovaris provides services to support continuous improvement, **based on the implementation of ISO/UNE tools and management systems, specific regulations and its own standards**.

The company works within the following specific **areas**:

- Quality: Quality Management Systems ISO 9001.
- Environment: including the environmental management system under standard ISO 14001 and the EMAS environmental excellence model.
- Health and safety: integrating labour health and safety systems based on ISO 45001.
- Information security: based on the ISO 27001 Information Security System.
- Innovation: supporting both destinations and companies in implementing the UNE 166002 R&D&I management system.
- Social responsibility: including the ISO 26000 social responsibility guide.
- Sustainability: ISO 21401: sustainability in tourist establishments
- EFQM: Management excellence model.

Other standards:

- UNE-EN 13816: public transport quality.
- UNE 175001: small business quality.
- GDPR: compliance with the General Data Protection Regulation.
- ENS: the national security framework.
- Inspection point programmes.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Sustainability

TYPE OF DESTINATION

TYPE OF SOLUTION

GRUPO Innovaris CONSULTORES

INNOVARIS

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Innovaris is a company that is highly specialised in providing services in public management and administration, and also in the private sector.

SUSTAINABLE DEVELOPMENT PROFILE (SDG)

This project promotes the **contribution of local and regional agendas, especially those linked to tourist destinations, to the 2030 Agenda, pursuing the Sustainable Development Goals (SDGs)**.

It promotes adaptation to two of the current cornerstones of competitiveness: sustainability and innovation. This is in line with the commitment to comply with the SDGs, which in a time like the present, require a firm commitment to safety, in a broad sense, as well as to sustainability.

The aim of the project is to provide a technical assistance service for the diagnostic analysis of plans and projects, within the framework of compliance with the SDGs, and with the following objectives:

- Identify how the actions, plans and programmes in place within the tourist destination contribute towards achieving the SDGs.
- Contribute towards public bodies implementing and complying with the 2030 Agenda.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Sustainability

TYPE OF DESTINATION

TYPE OF SOLUTION

GRUPO Innovaris CONSULTORES

INNOVARIS

www.grupoinnovaris.com

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TOURIST SUSTAINABILITY PLANS IN DESTINATIONS

This project is linked to the call for proposals for the Sustainability Plans in Tourist Destinations Programme. The main objective of technical assistance is to develop technical assistance to support public administrations in submitting projects to the aforementioned call.

The Spanish Government is promoting the Plan to Boost the Tourism Sector: moving towards safe, sustainable tourism within the framework of a transition towards a more sustainable and inclusive economic model, making the most of the sector's position as a strategic industry, and focusing efforts on making tourist destinations both safe and sustainable.

The third section of the plan includes the Programme for Improving the Competitiveness of Tourist Destinations, which fundamentally aims to establish mechanisms that help make the Spanish tourism sector more competitive, decisively accelerating its transformation towards a model based on sustainability and digitalisation.

The programme's objectives are to: support the conversion of tourist destinations into pioneers to maintain their appeal and competitiveness, boost the development of tourist destinations in rural and inland areas and strengthen destinations' local management entities.

It is equipped with an annual budget to achieve this through annual plans, whose beneficiaries are local entities that receive the monetary transfers and which are co-financed by this programme and by their regional governments. These local entities can present their tourism sustainability plan proposals to their regional government and to SETUR. Both will assess these proposals following certain selection criteria before their definitive approval by a tourism sectoral committee and ratification by a tourism sectoral conference.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Sustainability

TYPE OF DESTINATION

TYPE OF SOLUTION

GRUPO Innovaris CONSULTORES

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MANAGEMENT PLATFORM FOR PARTICIPATORY PROCESSES IN THE PLANNING OF SMART TOURISM DESTINATIONS

InnConsul is a citizen participation platform from which any destination can implement and manage its participatory processes. The design is based on developments on Consul, free software that is built and sustained by improvements introduced by companies and institutions.

It enables compliance with various principles of civil governance: participation, transparency, collaboration and citizen empowerment, boosting electronic participation, while becoming a **tool for project management**, with the involvement of different entities, organisations, companies and institutions and their respective independent processes.

It is a space for reflection, dialogue and collaboration between interest groups and allows new perspectives on the object of study to be incorporated into projects, while at the same time promoting learning through debate between participants.

The projects are managed with Innovaris acting as administrators, giving permission to other managers to run and monitor the project and participation in it.

The platform features different methodological tools for participation: debates, proposals, votes and projects.

Through the functions, characteristics and scope of each of these, as well as the design of the participatory strategy, Innovaris implements and manages each participatory process from start to finish.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

Inspiravia

INSPIRAVIA

www.viewtravel.eu

Inspiravia, a start-up created in 2015, develops B2B technological solutions for travel agencies, OTAs, tourist offices, tour operators and DMCs, and has the goal of promoting destinations, presenting budgets and creating travel itineraries through inspiration and innovation.

VIEWTRAVEL

Viewtravel is a software package for promoting destinations, managing travel proposals and creating travel itineraries.

It is a platform for travel agencies, DMCs, tour operators, tourist offices, destinations, etc. They can present trips, promote destinations and send digital quotations and itineraries in a personalised and inspiring way, transmitting emotions and experiences to customers.

Viewtravel encompasses the three phases of the journey: **inspiration, sale and itinerary**: The inspiration to promote any destination, taking advantage of all the content of videos, photos, texts, activities, etc. The sale to manage a quotation and the itinerary so that we can share all the activities on offer at the destination with the customers, geolocation maps and much more.

Access to the most comprehensive travel content and **database**:

- 32,000+ official videos of more than 5000 destinations, including 360º virtual reality videos.
- 500,000+ photos of hotels, destinations, cruises and descriptive information of the hotel.
- 5000+ destinations with their descriptive information, of which more than 500 destinations are in Spain.
- 425+ cruises with descriptive information about the ships.
- 60,000+ activities with descriptive information.
- 1,200,000+ restaurants with detailed information.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

INSTITUTE FOR SPANISH TOURISM QUALITY (ICTE)

www.calidadturisticahoy.es

Non-profit organisation that develops and certifies tourism quality, sustainability and safety standards through the “Q” for Tourism Quality, "S" for Tourism Sustainability and "Safe Tourism" certificates. Promotion of their certificates and of the certified companies.

Institucional member
Smart Tourism Destinations Network

Q FOR TOURISM QUALITY

The Q Mark is the only **official recognition of tourism quality** in the Spanish tourism sector. It is owned by the Spanish State, and managed by the Instituto para la Calidad Turística Española. It is common to the tourism subsectors, and its certification through auditing ensures compliance with a management system based on quality in the provision of tourism products and services. It brings prestige, differentiation, reliability and rigour to companies, destinations and tourist services that hold it. In addition, it is the mark that certifies the regulations related to Smart Tourism Destinations in Spain.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

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SAFE TOURISM CERTIFIED

Safe Tourism Certified is a transversal tourism certificate (covering 22 subsectors) that aims to generate confidence in Spanish and international clients and tour operators through the implementation of a series of security protocols developed by the Instituto para la Calidad Turística Española and endorsed by the Spanish Ministry of Health. Tourism companies, destinations and services can be certified against the international standard ISO/PAS 5643 that establishes the requirements and recommendations to prevent the spread of the SARS-CoV-2 coronavirus in tourist organisations. It is a **guarantee mark and certification of implementation of the Health Risk Prevention System**. The certification is subject to an audit carried out by independent companies.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

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"S" FOR TOURISM SUSTAINABILITY

The "S" mark for Tourism Sustainability is a badge created by ICTE to help and guarantee the implementation of the Sustainable Development Goals of the UN 2030 Agenda in tourist establishments, services and destinations. The mark is awarded when the tourist organisation complies with at least one of the following two standards: the Technical Specification for Compliance with the Sustainable Development Goals (SDG) in tourism organisations or the UNE-ISO Standard 21401:2019: Sustainability management system for accommodation establishments. This certification is a guarantee of a sustainable organisation, i.e. organisation that creates economic, environmental and social value in its surroundings in the short and long term, thus contributing to the well-being and progress of present and future generations.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Sustainability

TYPE OF DESTINATION

TYPE OF SOLUTION

INSYDE
Interactive System Developers

INSYDE

www.insyde.es

Company founded in 2012 specialised in developing a series of products aimed at tourist destination management. Its products are currently present in more than 100 tourist destinations and organisations.

INTERACTIVE WINDOW DISPLAYS

The concept of an interactive window display is structured around the use of glass or windows at a tourist office or commercial premises to convert it into an information point. The system allows both tourists and residents to make enquiries 24 hours a day, 365 days a year, as these enquiries are made from outside the office. The person can access the information on the street itself, simply by touching the shop window's glass.

This option offers obvious advantages over traditional information stands:

- There is no need for works on public roads.
- Although the enquiry is made from the street, the system is installed inside the office.
- Potential vandalism is reduced to a minimum.
- The installation uses the office's electricity supply and Internet connection.

Content software

STRAAT FLOOR features an application called INFOTOURIST OFFICE, which features a design, edition, configuration, production and content management module. The presentation of this content is not in the form of a website, but rather an information point, making it easier for the user to comfortably browse the different menu options.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

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INFOTOURIST OFFICE

INFOTOURIST OFFICE is a comprehensive management tool designed for tourism departments that features a series of applications which allow information to be shared among the users who have access, and distributed to the different associated media. It collects statistical data from these, and performs digital marketing actions, as well as enabling storage and stock management, and recording visitor data and feedback. All this is controlled from a single platform.

Infotourist Office is a solution that consolidates different tools into a single platform performing CRM, ERP and CMS functions, adapted to the management of a destination or tourist office.

The new tool that INFOTOOLS has created is revolutionary in terms of customer service for tourist offices. With INFOTOOLS, customer service agents have the opportunity to provide digital customer service and information (leaflets, tourist attractions, routes, surveys, an interactive map, tourism activity companies, etc.) to tourists' smartphones via an email, text message, WhatsApp message or QR code. They can also register visitors' places of origin and information requests, as well as further data.

INFOTOOLS is also a **tool to decentralise tourism customer service**. Any company, organisation or professional within the tourism industry can use this tool to share information about the destination, with the distinctive feature that this information will always be provided by the destination's managers.

The most significant **INFOTOURIST** tools and modules are:

- Content manager and database.
- CMS website.
- Survey system.
- Stock and storage manager.
- Visitor registration.
- Statistics system.
- Survey system.
- Opinometer.
- TV channel.
- Management of routes and places of interest.
- i-turno or queue management.
- Management of information points.
- Advanced support system and decentralisation of tourist offices.
- User administration.
- Integration of API and API for integration with external and Smart Tourism Destination platforms.
- Infotools. support tools and supply of digital information.
- Use of artificial intelligence in text generation and automatic translation.
- Chat bot using AI.
- Accessibility.
- Digital marketing.
- Private area for companies.
- Travel planner.

collaborating member
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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

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INFOTOURIST-NET

INFOTOURIST-NET is a SaaS or OnPremise solution, designed for national tourist organisations that have a **network of customer service offices**.

- It is a platform that collects and analyses information requests, sources and surveys from a network of offices.
- It shares information among the network to be provided digitally to visitors.
- It includes a digital customer service module to send information directly to visitors' smartphones.
- Real-time graphs and statistics in Excel.

The **modules** incorporated into this solution are:

- Visitor registration.
- Survey management system.
- Management and sharing of events among network members.
- Management and sharing of documents and brochures among network members.
- Tourism informer interface for providing information digitally (email, QR).
- Administration of network users and members.
- Global and partial statistics on queries dealt with and surveys provided at the network offices.
- On-demand modules.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

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INTERACTIVE AND DIGITAL SIGNAGE KIOSKS

The kiosk or **information point provides visitors with an interactive and enriching experience**.

The kiosk will be equipped with a system for gathering statistical usage data. This will allow us to obtain valuable information about the number of visits to the kiosk, the enquiries made by tourists and the most in-demand services. This data will help get a better understanding of the needs and preferences of our visitors, which in turn will help us to continually improve the tourist experience and adapt our products and services more effectively.

The kiosk will also be designed with **accessibility** for people with wheelchairs in mind. The kiosk screen and controls will be located at an appropriate height and will be accessible to all persons. This will ensure that all visitors, regardless of their physical condition, can fully enjoy the information and features.

The kiosk will also feature a **digital signage system** for the publication of events and activities; using this feature, it will be possible to keep visitors informed about special events, festivals, exhibitions and other activities that will take place during their stay.

The information kiosk will also be equipped with resistant and hard-wearing features that make them suitable for outdoor installation. It will be designed using robust materials resistant to adverse weather conditions, guaranteeing optimal operation year round.

The STRAAT FLOOR outdoor kiosks (both wall-mounted and floor-mounted) boast major safety and insulation features:

- Security locks
- Electrical system protected against electrical surges and short circuits
- Internal ventilation system equipped with filters (and with optional air conditioning)
- Insulated using rubber seals to prevent the entry of water
- Content software

STRAAT FLOOR features an application called INFOTOURIST OFFICE, which features a design, edition, configuration, production and content management module. The presentation of this content is not in the form of a website, but rather an information point, making it easier for the user to comfortably browse the different menu options.

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Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

InteligenciaTuristica®

INTELIGENCIA TURISTICA

www.tienda.inteligenciaturistica.com

Pioneering company specialised in the implementation of tourism intelligence and Smart Tourism Destinations.

collaborating member
Smart Tourism Destinations Network

TECHNICAL ASSISTANCE FOR DEVELOPING A TOURIST DESTINATION SUSTAINABILITY PLAN

The strategic purpose of the call for proposals is to enable and promote the recovery, modernisation, reactivation and revitalisation of the tourist destination, with a view to creating a more responsible and sustainable model that facilitates development and focusing efforts on achieving a smart, sustainable and safe tourist destination.

Inteligencia Turística provides technical assistance for the participation in Tourist Destination Sustainability Plans being called by the Ministry of Industry, Trade and Tourism throughout the bidding process.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

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TRAINING AND WORKSHOPS FOR SMART TOURISM DESTINATION MANAGERS

The **Escuela de Inteligencia Turística** (School of Tourism Intelligence) was founded on a philosophy of public-private collaboration across all activities in the tourism sector. For this reason, they have formed alliances with MTA CONNECT, an association that offers design and support services in institutional, business and academic spheres.

All the courses have been created with theoretical/practical examples of real experiences of implementing DTI transformation processes.

The training offer is adapted to the real needs of the tourism sector, offering training in new professional profiles, supporting the competitiveness of tourist organisations and destinations.

- Course on Smart Tourism Destinations Management
- Tourism Intelligence Course for SMEs and destination managers.
- Smart Tourism Destinations Standardisation Workshop: UNE 178501, UNE 178502.
- Workshop on Tourism Intelligence and success stories
- Boot Camps, participatory processes, challenges and Smart Tourism Destination axes.
- Smart, Regenerative and Circular Tourism Course.
- Digital Transformation Course.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

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MASTER PLAN FOR THE CREATION OF A SMART DESTINATION

Smart Destination self-assessment and support. This involves:

- Having a roadmap for the transformation into Smart Destination.
- Monitoring the self-assessment.
- Progressing in drafting the Master Plan for the Creation of a Smart Destination.
- Incorporating analysis on governance, sustainability, accessibility, innovation and technologies in the municipality to be a Smart Destination.
- Incorporating health and safety in the analysis.

Smart Destination Director Plan definition and drafting.
This involves:

- Defining the Smart Destination strategy in the new governance, in accordance with the five key areas.
- Narrowing the Smart Destination scope, both territorially and the tourism products and markets to which it is directed.
- Obtaining a guide for the Smart Destination managers.
- Incorporating all the existing plans to align them with the key areas.
- Marking technological itineraries that help advance the Smart Destination.

Management body functioning. This involves:

- Define the Smart Tourism Destination management entity, interdepartmental committee, Smart office.
- Establish its framework.

Analysis, implementation and strategy in relation to the Digital Transformation Plan. This involves:

- Integrating the technological strategy with the Smart Destination strategy.
- Define technological surveillance and competitive intelligence support.
- Diagnosing the technological position at the destination.
- Actions to include in the Smart Destination Director Plan.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

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STANDARDISED TOURISM INTELLIGENCE SYSTEM

This system **makes it possible to**:

- Having a systematised monitoring and intelligence process.
- Implementing the standard UNE 166006.
- Capturing information procedurally.
- Analysing and understanding events in real time.
- Facilitating interactions with visitors and the environment.
- Supporting the decisions of destination managers.
- Enabling the improvement in quality of tourist experiences in Smart Tourism Destinations.
- Organising the digital data layers at the destination.
- Advancement in the structuring of a Smart Destination Office.
- Phase prior to implementation of the technological platform.
- Establishing an indicator dashboard.
- Knowing trends and alerts that can be applied at the destination.
- Establishing more dynamic, better targeted promotional strategies.
- Having knowledge to develop different tourism products.
- Monitoring the competition.
- Collecting data from internal city objects: hotels, museums, tourist offices, etc.
- Establishing the destination's semantic.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

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STANDARDISED INTEGRATED MANAGEMENT SYSTEM FOR SMART TOURISM DESTINATIONS

This system **makes it possible to**:

- Accompaniment in any of the Smart Tourism Destinations phases.
- Application of the methodology and self-diagnosis action plan created by the national Smart Tourism Destinations Network.
- Implementation of the standard UNE 178501 Smart Tourism Destination Integrated Management System.
- Having a Smart Tourism Destinations management and monitoring software tool, CICLOPS DTI.
- Integration of all areas of the destination related to tourism.
- Alignment of the digital transformation layers both of the destination, the companies and their tourism intelligence.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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SMART OFFICE DTI

Smart Office DTI is a **space for sharing and viewing the data** needed to complete the process of transformation into a Smart Tourism Destinations.

New tourist platforms, a multitude of sensors, apps, new technologies and information sources, content managers, dynamic websites.etc., this massive volume of data requires an integration zone where it can be analysed and validated by the different municipal departments involved in Smart Tourism Destinations planning.

During the pandemic, Smart Tourism Destinations Office has demonstrated that it improves safety in destinations, and optimises fund-raising, especially for the Next Generation Recovery, Transformation and Resilience Plan.

The **Smart Office Green** model includes a **sustainability observatory** that incorporates social and environmental indicators. This model is very useful for municipalities investing in sustainability and in the SDGs, and in achieving more carbon neutral tourism activity in line with the 2030 Agenda.

Features:

- Implement by modules.
- Foster the participation of public and private agents responding to their needs.
- Establish and adapt indicator dashboards in accordance with standard UNE 178502.
- Make successful decisions based on evidence from information.
- Attract funds and grants.
- Have an environmental and socio-economic observatory.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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SMART TOURISM DESTINATIONS MANAGEMENT AND MONITORING SOFTWARE – CICLOPS DTI

CICLOPS DTI is the management software for management authorities in their transformation into Smart Tourism Destinations.

It can become a support tool to monitor the destination's five key pillars (governance, innovation, technology, sustainability and accessibility).

In 2024, an Artificial Intelligence module will be rolled out to streamline, analyse and process the information incorporated in the reporting software and agile decision making.

It also features an API to connect it to the destination's technological platform and the Smart Tourism Destination Platform. It can also be equipped with sensor APIs or destination tools for the purposes of measuring KPIs.

This technological solution speeds up the work of municipal teams in rolling out action plans in the Smart Tourism Destinations Network as well as other plans of interest in the destination.

Its biggest advantage is that it is permanently updated and aligned with the standards and indicators of UNE 178 501 and UNE178 502 and the Smart Tourism Destinations Network methodology.

This solution has been tested in different municipalities, can be adapted to the size of the team and is easy to implement. It includes a training module in digital skills for its users.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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Pioneering company specialised in the implementation of tourism intelligence and Smart Tourism Destinations.

DISPLAY OF THE SMART TOURISM SYSTEM

Destinations must have a visualisation solution that provides relevant information for the public and private sectors, to make decisions and anticipate the demands of the sector. This information is structured from external sources and tools.

Using Big Data tools, this makes it possible for the destination's performance to be known and analysed.

It is ideal for destinations that have a tourism intelligence system with relevant data and information and want to show it to their stakeholders in a complete and simple way. It is also ideal for destinations that want to make visible their progress in the indicators of the 5 axes of Smart Tourism Destinations.

This information can be visualised with dynamic reports or a comprehensive dashboard of the destination.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

INTERACTVTY

INTERACTVTY

www.interactvty.com

Interactvty is the company with the most knowledge in interactive OTT platforms and their usability. They are leaders in the development of technological solutions for video distribution in multi-device environments.

INTERACTIVE OTT PLATFORM FOR TOURISM PROMOTION

Interactvty is the first company to develop OTT 2.0 technology with TV-commerce and interactive streaming. Its product is the only **interactive OTT platform on the market** Its interactivities offer unique solutions for the **tourism promotion of each destination**:

1 **E-commerce**: make purchases on all devices and operating systems, including Smart TV.

2 **Questionnaires/Surveys/Sweepstakes**: directly from the OTT, users may be given the opportunity to participate in surveys, questionnaires, contests in real time.

3 **Go to**: User traffic can be redirected without having to leave the OTT. Users will be able to navigate across content within the platform.

4 **PUSH technology**: you can send any type of link for the user to perform the desired action: access websites, view social media profiles, access e-learning platforms, download applications and documents, etc.

5 **Expansion of information**: interactivity designed to allow the audience to expand the information, delve into the data or insert advertising related to the content.

They strive to offer their users the best experience and solutions ever seen before. They help their clients to monetise, manage their audiovisual content and integrate it into Smart TVs, websites, mobile devices and tablets.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

IOT AONCHIP

www.aonchip.com

Aonchip is a technology company devoted to the design and manufacture of IoT devices. They are experts in automation and control in LPWA environments.

They have various devices controlled by LoRaWAN to resolve problems such as managing irrigation systems in parks and gardens.

EFFICIENCY IN WATER CONSUMPTION USING THE IOT

IOT ULTRASONIC Meter Sensor, facilitating the centralised and efficient management of water consumption in the Tourism sector.

Can be installed in public toilets, swimming pools/spas, etc.

Benefits:

a Detection of leaks/excessive water consumption/cistern problems.

b Comparison of hourly consumption/graphs/studies.

c Sustainability as regards drinking water.

d Savings of up to 30% on annual water consumption.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

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RELAY BOX - REMOTE CONTROL VIA LORAWAN NETWORKS

Relay Box is a LoRaWAN smart load control system.

Areas of application:

- Control of fountains, showers, engines.
- Ventilation control (opening and closing of windows, etc.) operated in closed loop with a CO2 meter.
- Any type of industrial and domestic automation (doors, windows, blinds, lighting control, swimming pools, etc.).

It is compatible with LoRaWAN and stands out for the following **characteristics**:

- Wider activation range: the remote panel controls up to 480V AC of switching supply.
- Two devices for better performance:
  - > Relay Box – ready to be deployed inside the panel or near the load, to avoid electrical hazards. Two inputs to be connected to the control unit.
  - > 2 NO relay outputs.
  - > Maximum switching voltage of up to 480Vac.
  - > Output protected against overvoltage (inductive loads).
  - > CAT III electrical safety rating.
  - > Designed according to UL, VDE and IEC safety requirements.
  - > External control unit: for maximum coverage. Two outputs can be connected to the relay box:
    - . Start and stop output to control water pumps, electrical motors, etc.
    - . Activation programme at 15-minute intervals
    - . Long-life batteries
    - . NFC interface for commissioning and maintenance

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

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SMARTBRIDGE - MODBUS TO LORAWAN GATEWAY

Smartbridge stands out for:

- Providing easy connectivity to the **LoRaWAN network**.
- **Automatically redirecting data to the LoRaWAN network**. All that is required is to configure the Modbus addresses in the mobile app and upload them to Smartbridge.

Areas of application:

Smartbridge enables communication via LoRaWAN with equipment such as:

- Sensors.
- Complex measurement systems.
- Alarm panels, PLC or any device with a serial interface.
- Modbus electrical energy meters.
- Modbus flow meters.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

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They have various devices controlled by LoRaWAN to resolve problems such as managing irrigation systems in parks and gardens.

WATERSENS

Technology for **efficient irrigation automation in parks and gardens** that can be combined with other devices with LoRaWAN connectivity, such as soil moisture sensors, weather stations, flow meters, etc.

Watersens is able to manage up to four latch valves powered directly by the device.

It has a guaranteed useful life of 10 years and dramatically reduces installation and maintenance costs in the city dedicated to irrigation management.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

IRALTA VR

www.iralta.com

Studio specialised in creating immersive experiences and virtual production. It innovates in the generation of virtual content and develops XR, VR and AR experiences. Their passion is creating content with the latest technologies that best suit each narrative and audiovisual format.

VIRTUAL AND AUGMENTED REALITY

Virtual experiences for real tourists:

Virtual and augmented reality transform the world of marketing and help promote your tourism business by innovating in the creation of VR, AR and XR experiences, with the use of new technologies such as 360° videos, photogrammetry, digital heritage scanning, drone images, 3D animations and avatar creation.

Audiovisual technical solutions that can be applied in immersive and interactive installations of tourism marketing and promotion agencies, hotels, fairs, tour operators, museums, visitor centres, etc.

The content can be published on social media channels such as Instagram, TikTok, Facebook and YouTube 360°. It can also be integrated into apps and interactive web pages.

The immersive technologies (VR, AR and XR) make the production of content available to customers in a simple way and at an affordable cost, to be viewed on mobile phones and computers, applications, web pages and virtual reality glasses.

As creators of virtual worlds, they innovate in the use of new technological tools and experiment with new narratives of virtual and augmented reality, looking for the best way to excite the public by transporting them to virtual worlds.

Virtual interactivity enable users to break the fourth wall, make decisions and live virtual adventures in the first person to access tourist information about destinations and better schedule their trips, from information on services, rates and reservations.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

ITELLIGENT

www.itelligent.es/es/

Pioneer in the digital transformation and development of data-based intelligence platforms. Since 2008, the firm have worked with large companies in Spain, Europe, Costa Rica, Panama, Nicaragua and Mexico. Specialists in AI, NLP, Big Data & Data Science, Optimisation and data consultancy.

NETITELLIGENT PLATFORM

The netITELLIGENT platform makes it possible to **generate tourist intelligence using a variety of data sources and advanced analytics** (Artificial Intelligence and Natural Language Processing). Using the data obtained, comparative information can be developed in relation to the tourist destinations of interest compared to other destinations to analyse the tourist's travel cycle: planning of the trip, when on the trip itself and opinion after the trip.

This solution makes it possible to answer questions including:

- Is the destination easy to find?
- How do tourists search for the destination?
- Does the destination appear in searches for wine, restaurants, hiking trails, religious tourism?
- How do people search for these tourist resources?
- Which websites are the most popular?
- Are communication efforts effective?
- Is the destination present in the media and what elements of the destination are given coverage?
- How attractive is the destination?
- Which provinces send most visitors to the destination?
- When do we receive most visits?
- In addition to a range of other questions...

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

ITSVIZIT

www.itsvizit.com

Company with over 10 years experience in the development of software and technological solutions for a wide variety of businesses.

It offers mobile and web applications with features oriented toward audio guides in various formats.

ITSVIZIT

ItsVizit is a **cultural content management platform** that offers a more personal and satisfactory experience for users of a museum, particular location, park, itinerary, etc. through the following functionalities:

- Usage analytics: helps decision-making, knowledge of use of guides.
- Real-time management of guides, text and audio.
- Multilingual: all the guides are offered in any available language.
- Multichannel: through web-based apps, QR codes, instant messaging and voice calls, enabling use via mobile devices, new or old, large or small.
- Chatbots.
- Geolocation.
- Beacons.
- Website positioning with specific semantics applied to the world of tourism (UNE 178503 standard).
- Virtual tours.
- Tickets.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

iUrban.es
Expertos en digitalización turística

IURBAN

www.iurban.es

iUrban is a start-up specialising in digitalising tourist offices, enabling them to understand tourists and win their loyalty before, during and after their visits, through the use of screens and websites.

CICERONE CHAT FEATURING AZURE GPT IN 95 LANGUAGES

Cicerone, the first tourist chatbot providing information in a matter of seconds in any language about website content using Azure GPT.

Compared to other chatbots equipped with predefined questions and answers, Cicerone Chat responds in 95 languages to the customer's content (whether website, PDF or files), as well as how to customise the visitor's experience from the tourist office 24 hours a day, 7 days a week in their language, including accessible routes depending on the type of disability thanks to an agreement with Impulsa Igualdad (Predif).

No integration is necessary for it to be used on a website, the data gathered complies with the Organic Data Protection Law as it is on the Microsoft Azure GPT cloud, open GPT is not used, so "fine tuning" is performed to ensure it only responds truthfully based on the destination's content.

Features of the first Tourist Chatbot equipped with GPT:

- **Integration with Azure GPT**: Cicerone Chat uses natural language processing technology in a secure environment with a high National Security Framework
- **Personalisation**: Cicerone Chat allows the destination to customise the appearance and behaviour of its chatbots. It can be placed in landing mode or as an iframe on the destination's existing website without the need for integration.
- **Multilingual support**: Cicerone Chat provides support in over 95 languages and is capable of responding in the language of the question, even if the document is in a different language.
- **Detailed statistics**: Cicerone Chat offers detailed statistics allowing customers to analyse their chatbots' performance and improve their responsiveness, as well as a dashboard for viewing conversations.
- **Omnichannel approach**: Can be displayed within the customer's domain on both mobile phones, desktop or tablet-type supports, meaning it can be used with the most common web browsers: Firefox, Edge, Chrome, Safari and Opera, as well as any Windows, MAC, Linux, Android or iOS operating systems. In the future, the aim is for the chatbot to be able to support other channels such as: WhatsApp, Telegram, Facebook, Instagram, Teams or voicemail.

Instant response time: between 0.5 and 3 seconds for several concurrent users, responding with a success rate in excess of than 96%.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

iUrban.es
Expertos en digitalización turística

IURBAN

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CICERONE: TOURISM PLATFORM WITH ARTIFICIAL INTELLIGENCE

Assistant that helps the tourism department to interact with tourists in 95 languages as well as drawing up automated reports with all the data gathered for the purpose of decision making.

Cicerone is the first Platform that uses Azure GPT to help tourist offices in the 3 stages of the tourist process, based on the future Smart Tourism Destination Platform, to get to know more about the tourist to retain them as well as a co-pilot to free up technicians from performing mechanical tasks.

Adapted to the Semantic Regulations of UNE 178503:2019 and UNE on website accessibility UNE-EN 301549:2022. Modules:

1 Before. Online channels for interacting with tourists

- Tourist website and webapps equipped with GPT planner.

  > Websites for destinations or "reuse" the existing website, equipping it with new functionalities

- Chatbot equipped with AzureGPT.

  > Answers any question about the destination in 95 languages, without the need to translate the content

- Travel planner using GPT.

  > Customise the trip to obtain its registration.

2 During: Comprehensive management of tourist offices. Open 24/7

- Cicerone tourism office management - Registration and surveys using ERP.
- Cicerone digital reporter using GPT.

  > Provide tourists with information using digital media

- 24/7 Cicerone information points using GPT.

  > Totems and screens on façades or outdoors, 24/7

- Creation of audio guides, avatars and virtual tours.

3 After: Assistant for creating tourism intelligence and tourism CRM reports

- CRM to generate tourist loyalty sending segmented campaigns and newsletters.
- Cicerone tourist intelligence assistant + dashboard.

A co-pilot to generate reports based on questions posed by tourism managers + a dashboard for real-time reports about visitors.

collaborating member
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TOURISM CRM AND CICERONE NEWSLETTER

Tourists use destination websites increasing less as they fail to customise information and they end up searching on Google, Tripadvisor, etc. This is because tourism websites contain a high volume of information and they are not agile enough to help travellers plan their trip or obtain their contact details (email); to do this, it is necessary to capture their attention, speak to them in their language and provide them with customised information.

iUrban creates websites (or reuses existing websites) using artificial intelligence to **customise the visitor's trip and obtain their email address, staying in touch with them once they leave the destination** .

- **Wesbite design and development**: Creation of a customised tourism website adapted to the customer's "buyer persona", focussing on reaching the customer's content in a maximum of 3 clicks.

  > Content labelling to filter by type of tourist and search engine. Integration of audio guides, 360-degree content, link to tickets, bookings and payment gateways. SEO optimisation.

- **Tourist planner using GPT.**
- **Pre-established routes created by tourism experts**, allowing tourists to use them and amend them according to their interests.
- **Travel journal**
- **CRM and Newsletter**. To automate the sending of campaigns to all users registering on the website
- **Intelligence Dashboard**, to establish the type of tourist in question, without forcing them to fill out time-consuming surveys and records.
- **Blog** to improve the position the institution's contents.
- **WEBAPP and infinite QRs**: all content can be viewed via mobile phone as a webapp and generate as many QRs as there are routes, points of interest or elements.
- Adapted to the Semantic Regulations for Smart Tourism Destinations UNE 178503:2019 and the UNE standard on accessibility for web portals UNE-EN 301549:2022.

WAI accessibility adaptation (AA) and compliance with the Organic Data Protection Law.

collaborating member
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24/7 DIGITAL TOURIST OFFICE MANAGEMENT WITH GPT

A tourist office is no longer merely physical venue for registering visitors, it consolidates all channels for interacting with future visitors and this is the main problem they face, as they only have data on visitors that proactively register their visit, meaning it is not possible to obtain the "complete picture" of the destination. To this end, the Cicerone Platform has a module that brings together everything a Tourist Office needs, not only to serve and register those visiting the establishment, but also to obtain information and automatically attend to the other channels where the remaining 90% of tourists are located.

This switches the old paradigm of the expert first reporting (via a map or screen), then recording and finally performing the survey, as Cicerone does it all at once. By centralising records from websites, social media and different offices as well as staying in touch thanks to proprietary CRM, to ascertain their actual opinion once they leave the destination, it is possible to generate reports that can be exported on a monthly basis, even sending them to the private sector to view visitor trends and requests, thus adapting local products and services.

- **Creation of as many offices as there are in the destination, as well as channels for interacting with them (website, social media).**
- **2 types of records and surveys, expanded in offices and fast for online channels. Report and record at the same time.**
- **Management and monitoring of all the office's audiovisual equipment to generate information when the office closes.**
- **Multilanguage reporter module**, to "illustrate" the tourist's stay in an immersive manner, as if it were on Netflix.
- **Accessibility module** for adapting content to the different disabilities of tourists.
- **Trip planner using GPT and route recommender, which can be easy edited on the spot**
- **CRM** for obtaining all traveller data and sending loyalty campaigns.
- **Assistant and Dashboard equipped with intelligence panel and monthly reports.**

collaborating member
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TOURIST WEBSITE AND WEBAPPS EQUIPPED WITH AZURE GPT PLANNER

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24/7 INFORMATION POINTS AND SCREENS IN TOURISM OFFICES

Having installed more than 400 totems and understanding that users spend no more than 1 minute and 20 seconds interacting, iUrban is well aware that the support is a means for the traveler to export information onto their mobile, and that:

1 There is no point in making directories full of resources in a list format.

2 Rather it is better to shown information adapted to the type of traveller applying artificial intelligence and Cicerone.

It is possible to export everything onto a mobile phone using a QR code with no need for downloads as well as placing it on traditional signage to make it smart. There are many options available:

- **Offices open 24 hours a day:**
  - > **23.6-55" iSearch interactive windows**. Affixed to the inside of the glass to provide information when the office closes.
  - > **Wall-mounted screens between 23" and 32"**. No construction work is required; they are wall-mounted, and allow information to be easily shared as they run off interior cables. They also feature USB mobile charging points for tourists.
- **Digital informers:**
  - > **LED video wall**. For the expert to show the trip to the tourist as if it were Netflix, an immersive experience.
- **External information points:**
  - > **Outdoor totem displays between 43" and 55"**. Need for civil works (footings), information points.
  - > **Monopole LED screens**. Large screens, an average of 3 m tall, designed for digital posters.

What information can be displayed on digital totems? They allow tourist attractions to be segmented by traveller type, thanks to Cicerone.

1 Create a personalised trip in a matter of seconds.

2 Street smarts. See the route and distance to travel.

3 Selfie spots and map and info downloads to obtain their data.

iUrban provides "turnkey" solutions: installation, software integration and maintenance of equipment both remotely and with technicians in the area. **Monitoring patent**. All devices can be monitored and activated remotely, whether the issue is with the internet or a power cut.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

maquetas tech
architectural models

MAQUETAS TECH

www.maquetas.tech

This company makes interactive models for different types of architectural, urban and tourist developments. 360-degree solutions combining the production of hyper-realistic physical models connected to devices where the spaces represented can be digitally viewed in 3D: maps, virtual tour, real views, etc. All its applications are created ad hoc and can be customised in response to the needs of the project.

INTERACTIVE MAP OF STRATEGIC PROJECTS

This is an interactive digital solution. Using any device (screen, touch stand, tablet, etc.) it is possible to represent the map of a tourist destination or simply an area to be highlighted, offering all types of information, supported by 3D audiovisual material, in relation to completed projects, in the development phase or strategic future projects.

This tool has a great visual impact, it is particularly intuitive and user friendly, allowing the viewer to perfectly imagine the outcome of a project and understand all its details. The interactive map can be used to distinguish between uses, tourist areas of interest or any other aspect by using colours, a key or any other criteria to make the tool more effective.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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INTERACTIVE MODEL

An innovative technological solution that combines a physical model with a digital application, in which strategic projects for the Smart Tourism Destination can be represented and displayed.

A user friendly tool that is visually powerful and highly useful when it comes to highlighting projects for the promotion of the destination during pre-implementation phases. It is also particularly impressive for the presentation of these projects at national and international tourism fairs, or for exhibition in public spaces.

The model can present movement, lighting in different colors, hyperrealism, etc., the options are endless. Information about the different areas depicted in the model can be displayed on any connected device (TV, tablet, digital lectern): virtual tour, tourist or historical data of interest, real views, maps, etc.

Everything has been made to measure and in a customised way; it can be developed in any language and all the data contained in and collected by the app is adapted to the destination's goals.

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3D RECREATION OF STRATEGIC PROJECTS

3D audiovisual solutions; whether static images (render) or videos, spots, etc., where the performance and/or result of a project can be represented in a hyper-realistic way, in high quality. It is possible to represent the before and after of a rehabilitated building; take a virtual tour of the inside of a cultural or tourist space, etc.

This tool is particularly useful when it comes to highlighting strategic projects for the promotion of the destination, especially in the phases prior to the implementation of a project/idea, as well as for presentations at national and international tourism fairs.

The versatility of this solution and the possibilities are endless; what's more, it can be customised, depending on the project and the needs of the destination.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

KALMAS GESTIÓN EMPRESARIAL

www.kalmas.com

Experts in the development and implementation of Smart Tourism Destinations plans, drafting of tourism sustainability plans and strategic plans, implementation of the 2030 agenda. Leaders in the application of sustainable policies and development of SDG indicators. as well as introducing and managing Smart Offices in Smart Tourism Destinations.

collaborating member
Smart Tourism Destinations Network

ADVICE FOR CALCULATION AND VERIFICATION OF CARBON FOOTPRINT

Consultancy for public and private entities in calculating the carbon footprint of the organisation or destination. Support throughout the verification process. Registration in the MITECO. Carbon footprint reduction and offsetting plans.

- Development of a custom calculator according to the needs of the scope defined by the organisation or entity (scope 1, 2 and 3).
- Preparation of report and necessary documentation for carbon footprint verification under the GHG Protocol and ISO 14064:2019 standard.
- Development and drafting of reduction and/or offsetting plans that the client needs.
- Advice and support for the verification process under the standard selected by the client until the certificate is awarded.
- Registration of the process at Ministry for Ecological Transition and the Demographic Challenge, in the carbon footprint area.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Sustainability

TYPE OF DESTINATION

TYPE OF SOLUTION

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TOURISM CONSULTANCY TO DRAFT AND IMPLEMENT TOURISM SUSTAINABILITY PLANS AND NEXT GENERATION SUBSIDIES

Analysis, development and preparation of reports to obtain European funds in response to the calls for tender under the Recovery, Transformation and **Resilience Plan**.

- Proposal designs.
- Integration of projects depending on the criteria of the call for tenders in question.
- Drafting of the explanatory report for the project, adjusted to the principles of the project.
- Dynamics for participation, government teams, technicians, local entrepreneurs, associations and local residents.
- Technical assessment and monitoring.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Sustainability

TYPE OF DESTINATION

TYPE OF SOLUTION

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SMART TOURISM DESTINATION MANAGEMENT TRAINING, IMPLEMENTATION OF THE 2030 AGENDA, CSR AND SDGs IN THE TOURISM SECTOR

Development of training programmes:

- Smart Tourism Destinations Management.
- Tourism Sustainability Plans.
- The use of SDGs in the tourism sector.

Consultancy in introduction and implementation:

- 2030 Agenda.
- SDGs in the tourism sector.
- Implementation of Corporate Social Responsibility Plans in tourist destinations.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

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IMPLEMENTATION OF THE Q MARK AND ASSESSMENT OF THE ISO AND UNE STANDARDS

Implementation of tourist standards, and advice about and monitoring of the roll-out of certifications.

Advice and implementation of the UNE 178501:2018 standard (Smart Tourism Destinations).

Advice and implementation of "Q" for Tourism Quality, "S" for Tourism Sustainability and ISO standards applicable to tourism.

Advice and implementation of the UNE 166006:2018 standard (R&D+i Management: monitoring and intelligence system).

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

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DRAFTING AND IMPLEMENTATION OF SMART DESTINATION AND STRATEGIC TOURISM PLANS

Development and implementation of smart tourism management plans based on SEGITTUR assessment and, in the case of the Region of Valencia, self-assessment as defined by Invattur. Development of plans in line with the UNE 178501 standard: Smart Tourism Destination Integrated Management System.

Phases:

- Initial analysis
- Smart Tourism Destinations assessment.
- Social participation
- Establishing key programme areas
- Definition of proposals and actions in the areas of: governance, sustainability, accessibility, innovation, online marketing, information systems, tourism intelligence, connectivity.

The plans developed must comply with the following **governing principles**:

- Comprehensive perspective in line with the cross-cutting nature of tourism.
- Innovative, competitive and profitable positioning.
- Participation, cooperation and commitment.
- Sustained continuous development.
- Effective use of technology (for example, smart natural spaces: "Puig Campana Montañana Intelligent" project).

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

kApptive

KAPPTIVE STUDIO

www.kapptive.com

Kapptive Studio offers custom solutions for the development of software and web & cloud applications, with more than 15 years of experience.

INTERACTIVE TOURIST MAP. VEN Y DESCUBRE

Ven y Descubre is an interactive map that includes the **most important points of interest in the municipality** to publicise its history, culture, natural spaces, architectural heritage, etc. And to encourage participation, the interactive map features a question and answer game about the municipality. The map includes a data sheet for each point of interest, the option to save favourite points, share them, filter by search and the user's geolocation on the map. You can also enter routes between different points and provide information on each section of the routes.

The aim is to provide a **digital tourist** resource, to promote the municipality and its values, and even to promote local heritage among residents.

This web application is ready for any device, without the need to install or download any app, and designed for both young people and adults.

It can be developed in different languages.

The map includes an internal management application for points of interest, routes and the question and answer game.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

KIDO DYNAMICS

KIDO DYNAMICS

www.kidodynamics.com

Specialists in measuring and characterising tourist flows in a destination using next-generation big data and machine learning technologies on the data generated by mobile terminals.

TOURISM INTELLIGENCE PLATFORM

Kido Dynamics' tourist intelligence platform offers useful information about visitors and the tourist activity carried out in the destination. A very simple and intuitive dashboard allows tourism managers to monitor in real time the progress of the most relevant indicators to define strategies, assess their impact immediately and help the destination to consolidate itself as a Smart Tourism Destinations. These indicators are easy to interpret and so additional advisory services are not required.

The platform offers other agents in the sector (hotel companies, restaurant and leisure chains, event organisers, real estate managers, etc.) up-to-date information on the profile of visitors and tourists in the areas of interest, compare it with those of competitors and thus detect changes in habits or new market niches that can contribute to the design of a much more attractive offering.

The service is provided under a platform subscription model designed to make it accessible to a very wide range of tourist destinations and organisations in the sector.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

KUNAK

www.kunakair.com/es/

They manufacture reliable solutions for accurate gas and particle analysis and environmental monitoring.

KUNAK AIR PRO AIR QUALITY STATION

The most accurate air quality station available on the market.

Allows users to easily monitor air quality, guaranteeing accurate and reliable data on atmospheric variables in real time.

The air pollution monitoring station is a modular and flexible system that adapts to any project and makes it possible to obtain accurate data on a wide range of pollutants:

- CO, CO2, NO, NO2, O3, SO2, H2S, NH3, COVs, CH4 and HCl.
- PM1, PM2.5, PM4, PM10, TSP (Total Suspended Particles) and TPC (Total Particle Count).
- Temperature, humidity, atmospheric pressure and dew point.

This solution, the recipient of numerous international awards, allows quick and effective measures to be taken to improve air quality.

Using the Kunak AIR Cloud web platform, it is possible to easily display and analyse the data gathered by Kunak AIR stations.

Patented GasPlug technology: The innovative smart cartridge system solves problems such as sensor variability, while facilitating their calibration, replacement or maintenance.

All cartridges are the same size and fit in any of the available slots. The cartridge contains the sensor on a PCB that stores all its information: type, age and factory calibration. When a new cartridge is inserted, the system reads the information, configures it, and starts to send data.

As a result, the customer avoids having to send the station to the factory to perform calibration and maintenance tasks and can thus continue to monitor contamination during that time.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

libelium

LIBELIUM

www.libelium.com/es/

Libelium designs smart solutions for the Sustainability, Smart Cities & Infrastructure and Agrifood segments around the world. Libelium has received numerous awards over the course of its history and has a team of more than 80 highly qualified people.

SUSTAINABLE SEA AND OCEAN MANAGEMENT

Spain is the first EU member state to generate jobs related to the Blue Economy and Blue Tourism. To a large extent, these jobs are related to innovation. Libelium is one of these companies.

There is a growing focus on the conservation of biodiversity and the protection of marine ecosystems, as part of the acknowledgement of their importance in striking an ecological balance and achieving sustainable development. Coastal and marine tourism is progressing towards more sustainable practices, promoting the conservation of the natural and cultural environment, while generating economic opportunities for local communities.

Libelium's water quality solution makes it possible to constantly monitor water quality in different marine locations. It consists of a hardware device equipped with high-precision sensors and a software platform, offering a unique solution for tourist destinations with marine ecosystems.

Available sensors

By employing IoT sensors in different marine locations, it is possible to gather real-time data on a variety of parameters that affect water quality.

- Optical dissolved oxygen and temperature (OPTOD).
- Titanium optical dissolved oxygen and temperature (OPTOD).
- pH, ORP and temperature (PHEHT).
- Conductivity, salinity and temperature (C4E).
- Inductive conductivity, salinity and temperature (CTZN).
- Turbidity and temperature (NTU).
- Suspended solids, turbidity, sludge blanket and temperature (MES5).
- COD, BOD, TOC, SAC254 and StacSense temperature, 2 mm stagger.
- COD, BOD, TOC, SAC254 and StacSense temperature, 50mm trajectory radar level.
- Water level.
- Temperature, humidity and pressure.
- Luminosity (Luxes Precision).
- Ultrasound (outdoor IP67).

Hardware characteristics

Tested in the most extreme conditions on buoys, pipelines and aquatic drones.

- High precision sensors made by prestigious manufacturers including Aqualabo.
- Sensors can be placed on a buoy (for seas and lakes).
- Real-time information.
- Interoperability: employs the most relevant wireless technologies.
- LPWAN and cellular communication protocol for isolated locations.
- Compatible with any Cloud platform.
- Easy to install, solar energy and long-lasting battery.
- Physical characteristics:
  - > Minimum maintenance costs
  - > IP65 box/IP68 sensors
  - > Weatherproof enclosure
  - > Waterproof sensors (up to 5 bar - 50 m)
  - > Easy to implement

The Plug & Sense! Smart Water device is capable of monitoring up to Libelium's Cloud for processing. It can also send data to any third-party cloud platform, via HTTPS, MQTT. It can also be sent from and where it is analysed and processed for interpretation.

The digitisation of data and the use of advanced analytics makes it possible to improve management and decision-making in sectors such as fishing, aquaculture, conservation and maritime security.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

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ONE

"One" is a low-power wireless IoT gateway designed to monitor different parameters in IoT applications. It doesn't require any programming as it uses automatic sensor detection and allows remote configuration through Libelium. It is easily installed on walls or poles, ideally with a solar panel.

Main characteristics:

- Interoperability: Includes secure, non-hackable sensors with auto-detection and configurable 4G wireless connectivity. Equipped with a global SIM.
- Ease of use: Plug and Play, no need for programming or specialist technicians. Compatible with remote firmware updates.
- Sustainability: Uses rechargeable batteries with a solar panel, reducing consumption, the carbon footprint and encouraging reuse and recycling.

Parameters monitored:

- Environmental: wind, rain, air temperature and humidity, barometric pressure, solar radiation, noise, etc.
- Agricultural: soil parameters including humidity, temperature, oxygen, conductivity and others related to plant health.
- Water quality: measurement of turbidity, pH, salinity, dissolved oxygen as well as other indicators.

"One" automatically sends data to Libelium's cloud for real-time analysis, avoiding costly integrations and compatibility issues.

Value proposition:

- Efficiency: Increases productivity and reduces costs, minimising resources and maintenance.
- Precision: Reduces errors as it integrates information systems.
- Data security: Provides advanced data protection.
- Certifications: Fulfils international regulations including FCC (USA), IC (Canada), CE (Europe) and UKCA (United Kingdom).

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

LIBELIUM

www.libelium.com/es/

Libelium designs smart solutions for the Sustainability, Smart Cities & Infrastructure and Agrifood segments around the world. Libelium has received numerous awards over the course of its history and has a team of more than 80 highly qualified people.

PROTECTION OF WORLD HERITAGE BUILDINGS

Air pollution affects both human health and buildings, in particular in cities where architectural and cultural tourism is essential. Libelium has the solution, Smart Spot, to help specialists and urban planners make informed decisions, considering sustainability, climate change and air quality criteria.

Proposed solution:

- Creation of an interactive viewer to monitor the degradation of facades in emblematic buildings, equipped with real-time analysis.
- Use of sensors to measure NO2, O3, SO2, CO as well as other factors, in addition to meteorological conditions such as temperature, humidity and rainfall.
- Collection of air pollution data to be incorporated into an artificial intelligence algorithm, helping to make heritage conservation decisions, including the application of special coatings or limiting the number of visitors.

Data integration and analysis:

- Data is integrated using other open source sets, such as the Copernicus program, to obtain a wider view of the environmental situation.
- Smart Spot Air measures different pollutants and weather conditions in real time. Sensors are calibrated and validated in a high precision laboratory.
- A software solution adapted to each case is offered, with data integration in the Cloud to create control panels.

Outputs of the project:

- Protection of cultural and historical heritage in addition to promotion of tourism sustainability.
- Facilitated management of restoration works given the availability of accurate data.
- Greater control and security over data given the ease of implementation and scalability.
- Customised data visualisation for more efficient analysis and decision making.
- Variety of connectivity options such as WiFi, 4G, GSM-GPRS and NB-IoT.

This project, launched in Europe, can be replicated in other cities, placing an emphasis on the importance of the data economy in informed decision-making and heritage conservation.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

libelium

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SMART SPOT CROWD

Smart Spot Crowd makes it possible to detect smart devices that use WiFi or Bluetooth interfaces (smartphones, tablets, hands-free and handheld devices).

- Counts the number of devices that travel down a street each day.
- Capture of specific information collected from these devices (MAC, SSID, etc.).
- Average time spent by people on a street or in an area.
- Routes taken by people in shopping centres.

Use cases:

Improvement in the user, customer or visitor experience thanks to the creation and management of better services.

- Design of campaigns based on the routes taken by people on streets and in shopping centres, tourist routes, visits to museums, events, etc.
- Improved security and visitor experience by diverting flows towards alternative, less crowded routes.
- Route planning, resource management and identification of use patterns to help shape improvements in the public transportation infrastructure.
- Improving the experience at cultural events or concerts using data to manage security, predict demand for services such as food stalls and bathrooms and optimise the event's overall logistics.

Software solution adapted to each use case:

Greater control and security over data and infrastructure, as well as the customisation capacity and adaptation to specific needs.

- Ease of implementation, scalability and interoperability with existing systems and services.
- On-demand roll out in the cloud on a specific private server dedicated to the customer.
- Autonomy and control over the infrastructure. Ability to adapt to specific security and compliance requirements.
- On-demand roll-out at the customer data centre (CPD).

Display of data in an intuitive and customised way, allowing for more efficient analysis and more informed decision-making. Libelium offers displays depending on the application implemented (Crowd Monitoring, Air Quality Pollution, Noise Level Monitoring, etc.).

Connectivity

- Different connectivity options: WiFi, 4g, GSM-GPRS and NB-IoT.
- Data transmission: MQTT, Sentilo.
- Device management via LwM2M.
- Firmware-ready.

Aluminium housing for use both indoors and outdoors equipped with IP65 protection.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

lighthouse

LIGHTHOUSE

www.mylighthouse.com

Lighthouse (formerly Transparent Intelligence) is a market intelligence organisation for the tourism sector, specialising in accommodation and in particular on the real-time analysis of tourist-use housing (VUT) for destinations (Airbnb, Booking.com, Tripadvisor or Homeaway/Vrbo).

DESTINATION INSIGHT

Lighthouse (formerly Transparent Intelligence) has integrated the world's largest **database of holiday rentals in an intuitive and easy-to-use tool.** The service provides key information for tourism monitoring, strategic management decisions or promotional campaigns, covering the following **key aspects** in great detail and granularity:

- The offer, distribution, type and progress.
- Historical and future demand, including characteristics, occupancy rates, revenue.
- Analysis of the origin of the travellers or reviews.
- Competitive analysis.

The unique **features** of this solution are as follows:

- The largest global coverage of the market in terms of property inventory, through the effective integration of no less than the four main service distribution channels: not just Airbnb and Vrbo, but also Booking.com and TripAdvisor.
- Unique approach using partner data to assemble the largest independent and anonymous booking database globally (over 13 million bookings).
- Unmatched level of granularity and flexibility in terms of geography (postcode), supply (individual property), and time (daily).
- The database provides historical data, with relevant background information from the period prior to COVID-19 (2018), as well as future, with "on the book" data (up to 365 days in advance).
- Unique and innovative metrics and KPIs, obtained through its own methodologies, with the aim of helping in strategic exercises, such as "average price per night paid by nationality".
- The solution delivery formats are fully integrated into the solution, with interface platform, data files (raw and/or aggregated) and APIs all fully available in the same system.

The specifically chosen technology is an "**open source**" solution, which allows customisation of the solution for the client.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

MABRIAN

www.mabrian.com

Data intelligence company specialising in the tourism sector and destinations. Founded in 2013 and boasting a presence in more than 40 countries, it provides a comprehensive solution to destinations: standardised integration of more than 30 data sources, display panel and tourist advice for data interpretation.

MABRIAN TOURISM INTELLIGENCE PLATFORM

Mabrian's data display panel has been specially developed with destinations in mind. It offers the simplest and most comprehensive solution for integrating tourist information from more than 30 global data sources into a single tool: tourism demand, traveller sentiment and preferences, air connectivity, hotel accommodation and holiday rentals, prices, presence, mobility and overnight stays as well as tourism sustainability indicators for destinations.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

manantialdeideas

MANANTIAL DE IDEAS

www.manantialdeideas.com

Infoticketing is an advanced ticketing system, optimised for events, activities, theatres, cinemas and museums. Its mission is to provide companies and public authorities with the tools required to sell their services or products in the places that their customers are looking for them.

INFOTICKETING

Infoticketing is a sophisticated **ticket sales system**, aimed at both public and private institutions looking to enhance the efficiency and effectiveness of the marketing of their events and services. The system has been optimised for a wide range of events and establishments, such as shows, cultural activities, theatres, cinemas and museums.

The main advantage of Infoticketing lies in its customer-oriented approach. Its platform provides companies and public organisations with the tools required for them to sell their services or products exactly where their customers are looking for them. In an increasingly digital world, this means being present in the right place at the right time.

As well as facilitating ticket sales, Infoticketing also offers solutions to improve the customer experience, both online and at the location of the event. This includes efficient attendee entry and exit management, thus ensuring that events run smoothly and orderly.

Infoticketing is not just a ticketing solution, it is a comprehensive platform that allows companies and public authorities to better connect with their customers and maximise their income. Whether live concert, museum exhibit or sporting event, Infoticketing strives to offer the best ticket purchasing experience possible, ensuring the process is simple, fast and secure for everybody involved.

For public authorities, Infoticketing represents an opportunity to modernise their services, reach a broader audience and offer a better experience to their customers. Using Infoticketing, public authorities can focus on what they do best: organising exceptional cultural and entertainment experiences, while Infoticketing takes care of the logistics involved in ticket sales.

In short, Infoticketing is an essential tool for any institition looking to improve the efficiency of their ticket sales, optimise the customer experience and, ultimately, maximise their success.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

MANANTIAL DE IDEAS

www.manantialdeideas.com

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OUTDOOR TOUCHSCREEN TOTEMS

Infotactile presents its innovative outdoor touchscreen totem, specially designed with public authorities and tourist offices in mind. This robust large format multimedia centre is perfectly adapted to be installed and used in outdoor spaces.

The totem is equipped with a large 49" high-brightness touchscreen, ensuring optimal visibility even in bright sunlight. It featuress a secure card and NFC payment system, a thermal printer, two card dispensers, an automatic blueprint dispenser, an HD webcam and a built-in sound system.

The totem is particularly noteworthy on account of its **versatility**, as it comes equipped with an internal computer system allowing it to adapt to a variety of needs, from providing tourist and civic information, to serving as a platform for advertising and selling products and services.

The fact that it is hard wearing is one of the essential features of the totem, which comes with an autonomous climate control system, waterproof protection for all its IT components, a waterproof sound system, safety ground anchors and a protective roof.

The totem's intuitive software allows public authorities and tourist offices **to provide relevant and updated information to citizens and tourists.** Thanks to its Internet connection, it can be kept up to date with the latest updates and news, serving as a valuable information and sales tool for its target audience.

In short, Infotactile's outdoor touchscreen totem provides a comprehensive solution, designed to allow public authorities and tourist offices to interact efficiently with the public, providing accurate information, advertising and sales services in a quick and simple way.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

movilok
FOCUSED ON MOBILE INNOVATION

MOVILOK

www.movilok.net

Movilok develops products with cutting-edge technologies associated with connected devices, IoT and Smart Cities. The company offers tourism-oriented solutions that take full advantage of the capabilities of mobile phones, without the need to install any additional application.

MOVILOK SHOWCASES: MOBILE INTERACTIVITY SOLUTION FOR DIFFERENT TYPES OF SCREENS

Movilok Showcases consists of a **series of technologies and services that allow a conventional digital screen to be used as a channel for communicating with people in what we refer to as an "interactive exhibitor"**. For the purposes of interaction, the visitors' mobile phone is used, which acts as a remote control for the content shown on the digital screen. The interaction begins directly by scanning a QR code shown and there is no need for the user to download any additional application on to their mobile device.

The channel acts in both directions and can be used, for example, to download content to a mobile phone, to open other applications or websites on a mobile phone and complete a purchase or to send requests or comments from the mobile phone using forms. The system automatically detects the device's language so that, if translated content is available in the visitor's language, the content is presented in that language or, failing that, in the language established in the settings. When nobody is interacting with the screen, the "interactive display" works in the same way as a traditional digital signage solution, sequentially presenting multimedia content.

Main use cases: Tourist Information Panel / Calendar of Events / Museum Guide / Brochure download / Interactive Company or Shopping Centre Directory / Quality Surveys / Citizen Participation.

To use Movilok Showcases, all that is needed is a web browser displayed on screen, configured using the 'mshowcases.com' service account. To roll out a standalone display, Movilok can also provide a "mini PC" device configured using a current web browser in kiosk mode, which connects to the display's screen.

The solution can also be used with touchscreens in interactive touch mode or with mobile phones.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

MOVISAT

www.movisat.com

MOVISAT is a company that provides technological solutions for monitoring urban services that involve people and vehicle mobility.

They specialise in the environmental, Smart City, Smart Tourism Destination, medical transport, security, logistics and mobility services sectors.

ECOCITYZEN

Technological solution to generate open governments, based on information, transparency and citizen participation.

Web application and app to encourage citizen participation, with the aim of guaranteeing a more efficient and transparent management of the council services provided.

It allows cross-cutting management of the maintenance of public spaces, integrating council technicians, political managers, service companies and citizens, for more agile and effective service.

Its main purpose will be to interact with people and make them the protagonist of the service, allowing them to:

- **Consult information** relevant to the service, such as the services provided, the planning of activities in the street or geographical point of interest, the real and updated position of urban elements, such as containers, litter bins or others registered on the platform, etc.
- **Report incidents** with details of elements or geographical position, with the possibility of sending supporting photos. The platform will keep them informed until the incident is resolved.
- **Manage complaints, incidents and claims data**, through a web platform and the possibility of an app for public use.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
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ECOCOMPOSTING

Technology solution that provides public administrations real-time information about citizen participation in home and community composting programmes.

Web application and app to organise and manage the composting system for homes, communities or large producers of organic waste.

Functionality:

- Georeferenced information on the compost bins installed (location, owner, type, amount of composted waste, etc).
- Real-time monitoring of participation in home and community composting programmes.
- Preparation of reports and dashboards with service information.
- Promotion of initiatives and awareness campaigns.
- Establishes a two-way communication channel between citizens and service managers to manage doubts and incidents, with the possibility of including images that facilitate the communication.
- Simple and intuitive management for citizens, through an app.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

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ECOCONTROL

Its objective is to resolve the needs of public authorities and urban services management companies to control and audit the level of quality and degree of compliance in relation to street cleaning and waste collection services.

EcoControl is a smart platform that automates the entire control and inspection process of the quality indicator plan established for services, eliminating paper reports and facilitating the efficient and transparent management of the service through the systematic, documented, regular and objective assessment of the activities undertaken.

Features:

- Planning and assignment to inspectors of the areas, services and routes being inspected using algorithms to guarantee their impartiality.
- Master record of quality indicators with an indication of their application criteria and formulas.
- Reports displayed using a traffic light system highlighting critical degrees of compliance.
- Eliminates reports in paper format.
- Improved decision-making.
- Simple and intuitive management for inspectors.
- Internal and external control for the provision of a quality service.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

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ECOLOCK

IoT system to manage and monitor the use that citizens make of recycling bins, in order to achieve the recycling rates set to comply with current regulations or to comply with the defined quality levels.

This tool has been designed to manage and monitor the use of containers at any public authority (city council, consortium or association) with a view to achieving the recycling rates set by the Department of the Environment as targets and to comply with the regulations in force at a national or regional level or to meet the quality levels defined at a local/regional level.

Functionality:

- IoT system that identifies the user of the container using a Smartphone or proximity card.
- Option of coming equipped with a smart lock to electronically control opening or closing permissions.
- Option of customising container opening permits and time slots for each citizen.
- Different registration and access methods for citizens (app, mobile phone, ID card).
- Registration of citizen usage data, for application of discounts on the waste collection fee and other gamifications.
- It provides valuable information to the public authorities (citizens, usage data, bin location) facilitating service optimisation and the calculation of recycling rates.
- Data analysis and report generation to facilitate decision-making and information exploitation.
- Manufactured entirely in Spain, fully guaranteeing any supply, maintenance and technical service that may be needed, including system expansions.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

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ECOSAT

Unique technology platform specialising in municipal environmental services. It integrates all the functionalities and technologies needed to **plan, manage, control and certify** the activity of vehicles, machinery and operators involved in the services; it guarantees a **more efficient, transparent, sustainable and participatory management**.

It provides the data needed to automatically generate reports and comparisons for maximum operational profitability. centralising all the indicators needed for decision making.

Features:

- **Fleet management**: Sensorisation for effective work control.
- **Service organisation and element inventory**: Definition and registration of the human and mechanical resources allocated to the service.
- **Geographic information system** with details of streets, segments and pavements.
- **Service planning**: Creation of routes and assignment of resources.
- **Level of compliance of the activity of all work teams**: Checking differences between the service planned and that effectively carried out. Automatic reports for service deviations.
- **Management of alerts and incidents** that generate statistical data to improve the service.
- **Integration** with Smart City platforms and other smart modules.
- **RFID identification systems**: Traceability on elements collected and control of maintenance tasks.
- **Sensors for volumetric container filling**: Dynamic routes by percentage of filling.
- **Weighing system**: weighing by containerisation point for effective monitoring of the loading and management of waste.
- **Citizen identification systems**: facilitates payment per generation and improves the recycling rate.
- **Quality, sustainability and tourist information indicators and KPIs**: Configuration of intelligent dashboard, taking into account urban hygiene indicators that can be incorporated into tourism quality indices.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Mr. TURISMO
Marketing en acción

MR. TURISMO MARKETING EN ACCIÓN

www.mrturismo.com

Tourism marketing company specialised in online and offline communication, digital marketing, destination marketing, gastronomic marketing, studies and projects in the tourism sector and product creation, communication and tourism marketing.

INTERACTIVE AR MAPS

The company converts the street map of any destination into an **interactive experience for users**: by scanning a **QR code, they will be able to move their mobile over the map** and see the points of interest in 3D, and interact with the product in a totally different way.

These maps make it possible to:

- View the destination's points of interest in 3D.
- Listen to audio guides and information of interest.
- Play videos.
- Take virtual tours with 3D features, videos and 360° photos, images or PDFs.
- Access useful content related to the key points on the map (links to web pages or ticket sales platforms).
- Adaptable to language versions.

What elements can be marked?

As many as you want: monuments, museums, natural spaces, tourist offices, hotels and restaurants, public transport, etc.

What possibilities does it offer?

- **Versatility**: The AR tourist map can be anywhere you imagine: a vinyl on the glass of an airport, a mupi, a paper map in a tourist office, always available for visitors to interact, etc.
- **Experiential**: Visitors are given a map that, in addition to helping them find their way around the destination, will generate added value with an experience that adds a new dimension to the print version and complements the information on a tourist map thanks to AR.
- **Gamification:** With this type of map, a tourist visit becomes a digital game, especially for children who enjoy these interactive experiences more. For this reason, these brochures are ideal for destinations that promote family tourism.
- **Adaptability:** On interactive maps, you mark all the required points of interest and adapt them to different segments: holiday, family, adventure tourism, congresses, etc.
- **Complementarity:** With map versions adapted to web format, download in PDF, AR activation through QR code, etc.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

MRG STUDIO

www.mrg-arch.com

MRG is a technology consultancy firm specialising in the digital transformation while focussing on Smart and Industry 5.0 digital enablers.

DIGITAL TRANSFORMATION PLAN [DT PLAN]

The digital transformation of the tourist destination is a factor in the value chain of smart cities. Incorrect planning or complete lack of planning can lead to delays and errors, and most importantly, failing to provide the destination with the full potential of the value chain.

The aim of this solution is to strategically plan the digital transformation, linking Smartcity and 5.0 technologies, as part of a successful transition from analogue to digital (A2D).

The digital transformation requires a plan that foresees the pillars of transformation. In the case of Smart Tourism Destinations in Spain, there are major strengths when it comes to creating data space for visitors. However, the picture must be bigger and encompass a master plan for technologies and the destination's digital business models.

The Digital Transformation Plan focusses on the smart city of the future, into which the destination will be converted, helping to frame the current transformation of tourism. The digital enablers of hybridisation between the real and digital world, BIM and digital twins, must be implemented, in addition to other technologies that contribute to the goals set in relation to accessibility, sustainability and governance.

BIM and digital twins offer important benefits, such as technologies particularly oriented towards the construction and operation of real estate, urban and territorial assets. They makes it possible to plan 5G and IoT deployments, microlocation for navigation in indoor spaces in destinations and digital licences for tourist activities.

The strategic tourism plans with a focus on this specific area of the data economy applied to the destination are in addition to the digital transformation plans, in such a way that the Smart Tourism Destination must have access to them in order to propose a genuine digital transformation of the destination.

The digital transformation is made up of the following services:

- Digital Transformation Plan, indentifying the pillars of transformation and future digital business models.
- Project financed with Next Generation funds.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

MUNICIPIO INTELIGENTE

www.municipiointeligente.es

Granada-based company that in 2013 began, under another company name, offering councils an official mobile app service that gradually evolved to the S.I.U. platform, an urban incident service for councils and local entities.

MUNICIPAL AND/OR TOURIST MOBILE APP

Native mobile app available for **Android and iPhone** that offers a **complete tourist guide** of all the initiatives and events that take place in a destination, as well as a complete guide to restaurants, shops, hotels, wineries, recreational areas, hiking trails, audio guides... or any point of interest that lends itself to be promoted within the app.

Similarly, the app can meet **all council-related needs of residents** such as news, sports activities, citizen inquiries, business directory, communication service for urban incidents, telephone directory, push notification, transport schedules, etc.

As a new development, in 2022 they have incorporated beacons, located wherever the tourist requires information, which will help them to better move around the city or the circuit, identifying the places of interest and services nearby more precisely. They can complete the tourist app with virtual tours (augmented reality) that are superimposed in real time on their reality through digital devices. Layers of information are added that give added value to the trip.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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URBAN INCIDENTS

CRM platform through which councils can manage incidents detected on public roads by residents, who will report them to the council through:

- Municipal and/or tourist mobile app.
- Municipal/tourist web portal.
- Official council WhatsApp number.
- Facebook (official council profile).
- Twitter (official council profile).
- Instagram (official council profile).
- TikTok (official council profile).

The person reporting the incident will fill in a form with the following information:

- Category they would assign to the incident.
- Location of the incident on the municipal map.
- Contact details of the person who reports the incident.
- Photograph (optional) of the incident.
- Descriptive comments of the incident.

All the incidents that are reported by any of the means listed above converge to a single database on the S.I.U. platform, from which authorised municipal technicians can comfortably manage such incidents through a complete internal management system.

On sending, the user will automatically receive a text message on their mobile device as a response from the S.I.U. informing them that the incident has been received on the council platform.

It should be noted that sending notifications via text message is really important, since many citizens uninstall the apps on their mobile phones, or do not access their emails for long periods of time. Text communication has been chosen since it is one of the safest ways to ensure that incident-related notifications are received: the SMS messaging service is always active on all mobile devices, regardless of whether the platform chosen to send the incident is uninstalled.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

MUNICIPIO INTELIGENTE

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Granada-based company that in 2013 began, under another company name, offering councils an official mobile app service that gradually evolved to the S.I.U. platform, an urban incident service for councils and local entities.

MUNICIPAL INFORMATION SCREENS

They offer councils the possibility of creating, managing and sharing municipal content by installing information screens in the municipality's main areas, creating their own TV circuit both indoors and outdoors, which will help them to improve communication with citizens. and tourists.

Singular Media TIC proposes a digital solution for dynamic and visual display of information and services, managing to capture the attention of users directly. It offers an ample catalogue of exterior and interior mupis and screens, and installs software (singulartv) to create a closed circuit of content, which can be managed by the client.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

MUNICIPIO INTELIGENTE

www.municipiointeligente.es

Granada-based company that in 2013 began, under another company name, offering councils an official mobile app service that gradually evolved to the S.I.U. platform, an urban incident service for councils and local entities.

MUNICIPAL & TOURIST WEB PORTAL

Web portal for municipalities in drupal language, integrating both the municipal portal and a tourist portal for those municipalities that need it, in one place, and providing the portal with as many resources as the municipality requires: multilanguage, mobile app with fully linked content, audio guides, tourist routes, itineraries, etc.

The company has complementary platforms that can be integrated into the web, so that the council can offer multiple services to its citizens, such as an appointment platform, employment portal, transparency portal, etc. A single administrator:

- Multilanguage.
- Integrated into an app.
- Audio guides.
- Routes and itineraries.
- Ticket purchases.
- Appointment.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

MUTISHAN Interactive

MUTISHAN INTERACTIVE

www.mutishan.com

Mutishan Interactive offers solutions ranging from software development to digital marketing for Smart Tourism Destinations. They are noteworthy on account of their innovation and adaptation to the customer. They are ISO certified as well as being experts in web3 marketing and sustainable blockchain.

WEB3 MARKETING TOOL NFTMS

The NFT Management System (NFTMS) is a pioneering solution for Smart Tourism Destinations and companies. The tool helps with the creation and management of **web3 marketing campaigns in a secure, simple and effective way** facilitating the dispersion of tourism in overcrowded areas. This strategy combines loyalty and innovation, promoting different types of gamified thematic routes. It prioritises local producers, culture, crafts and sustainability across all areas. It generates important, high-value data for tourism authorities.

Companies are already using CMS for websites and CRM for customers. However, for web3 marketing campaigns, expensive and complicated tools are needed; it is in this area where NFTMS stands out, facilitating simple management without requiring technical expertise, since the Community Manager can manage the tool by themselves.

What is the reason behind NFTMS? If web 1.0 was all about links and 2.0 was all about likes, now it is the turn of digital tokens and collectibles (NFTs) to revolutionise customer engagement and loyalty.

Who is the target audience of NFTMS? Companies and destinations looking to adapt to web3 who pursue genuine engagement. In essence, it represents the next generation of loyalty programmes, perfect for today's highly digital generations.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

MY STREET BOOK

MYSTREETBOOK

www.mystreetbook.es

Company specialised in Artificial Intelligence technology for hyper-personalisation of travel, with a pioneering recommendation software that creates intelligent routes tailored to each person.

MYSTREETBOOK

MyStreetBook is a cutting-edge artificial intelligence system that creates and recommends smart itineraries based on visitors' likes, profiles and needs.

Hyper-personalised trips through a web app.

It recommends tailor-made interactive routes that are generated automatically for each individual, each moment and each situation. Each route expertly combines existing attractions (monuments, nature, businesses, gastronomy, events, etc.) with a wide range of variables such as the time available, opening hours, prices, transport, accessibility, the traveller's likes and needs, trends and reviews.

The web interface is aimed at inspiring visitors and helping them plan from their place of origin, while the app guides and accompanies the traveller in the destination and receives feedback. The interfaces are inserted into the tourist destination's promotional channels.

Analytics and data for Smart Tourism Destinations

The destination's managers will have visitor footfall data platform:

1. Segmented traveller profiles and trends.
2. Smart mobility - busy areas, routes and reviews.
3. Tracking per resource - the most often visited resources and visitor profiles.

This information is compatible with other platforms, and can be downloaded in various formats. Regular qualitative analysis reports are also generated to help the tourist destination improve.

Digitalisation of tourism strategy and resources.

- Identification of existing tourist attractions and untapped potential, in-demand attractions: diversity.
- Unification of information.
- Digitalisation of local businesses and existing routes.
- Incorporation of the cultural calendar and temporary events.

Control Panel to manage content.

This is set up for destinations that want to manage resources directly. The database is interoperable and exportable.

Traveller Notification Service

A traveller notification service is set up within the interfaces to inform visitors about levels of crowding or other programmed topics.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

netboss®
COMUNICACIONES

NETBOSS COMUNICACIONES

www.netboss.es

With over 20 years' experience in the market and 100% Spanish capital, this company specialises in the design, implementation and management of information and multichannel citizen and back-office services to take on the regular outsourcing of management work or activities.

KAIROS365 SCH – BOOKING, APPOINTMENT AND TICKET SALES PLATFORM

Kairos365 SCH is a **comprehensive operations management platform where appointment scheduling, booking and ticket sales are an essential and strategic part of the project**. It is an online and multi-vertical platform, endorsed by the markets thanks to successful implementations for more than 10 years in government, health, insurance, banking and telco projects.

Kairos365 SCH is conceived not only for companies and public administrations, but also offers unique advantages for citizens. The application allows customers to locate a professional or company (administration, tourism, culture, etc.), check availability in real time and make an appointment on the spot from web environments and apps.

Kairos365SCH works at any time and from any connected device. It has a payment gateway incorporated for selling admission tickets or charging the user a fee associated to the event or activity so they can make an appointment or booking.

Kairos365 SCH is a flexible and easily scalable platform that integrates, among others, with CRM, ERP, facial recognition software, temperature control and access solutions thanks to a powerful integration API.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Nethodology*

NETHODOLOGY

www.nethodolo.gy

A market research company specialising in consumer insights, brand reputation and social intelligence.

They help their customers to discover opportunities and trends through the research and interpretation of digital environment data.

STUDY OF TOURISM TRENDS/DETECTION OF BUSINESS OPPORTUNITIES

Studying tourism trends consists of a research methodology that combines **different data sources** and aims to **identify changes and trends that represent business opportunities** in certain segments for tourist destinations.

The trend research process comprises 5 phases:

- **Trends Identification**: The study begins with desk research that aims to identify and measure the changes, macro and micro trends within the segments and markets studied.
- **Destination Alignment**: They will analyse which trends align with the interests, responsiveness (resources) and strategies of the destination.
- **Competitor Landscape**: They will identify the leading destinations (direct and indirect competitors) that are capitalising on trends; they will analyse what actions they are developing, how they communicate these actions and what their position is in relation to our destination.
- **Visitor Persona**: In this phase, they will draw the profile of the "early adopter" tourist of the trends, their motivations, interests, network of influence.
- **Market Validation**: Through a quantitative study (online survey), they will validate and measure the potential of market trends.

Nethodology's trend research will offer answers to questions such as:

- What macro and micro tourism trends are emerging in the source markets?
- What are the tourist destinations that capitalise on these trends?
- How is my destination positioned in the market compared to other destinations in relation to the trends?
- What are the new motivations and interests of travellers?
- What trends generate the most interest for these travellers?

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
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ONLINE REPUTATION AND SOCIAL LISTENING FOR DESTINATIONS

The online reputation and social listening reports developed by Nethodology offer tourist destinations an **overall vision and follow-up on the destination's positioning in the digital environment**.

Through the monitoring and analysis of the huge amount of data available on social media, digital press, blogs, forums and review sites, they supply destinations with key insights about their digital image, such as visibility, attributes, customer experiences, stakeholders, market share, positioning with respect to competing destinations, etc.

This information is essential to learn about tourists' opinions and views, both current and potential, and provides destinations with essential data for making strategic and tactical decisions (marketing campaigns, communication initiatives).

Online reputation and social listening reports offer answers to questions such as:

- How well-known is the tourist destination?
- What is the experience and degree of satisfaction of visitors?
- Who is talking about the destination? Which users lead the conversation (influencers)?
- What attributes is the tourism brand associated with?
- How is the destination positioned compared to other competing destinations?

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

NEURATUM

NEURATUM

www.neuratum.com/es/

Company specialising in AI. They offer different software specialising in counting people, vehicles, items, as well as controlling vehicle capacity, etc.

X-COUNT - AI-BASED PEOPLE AND VEHICLE FLOW CONTROL

The x-Count solution consists of Flow Control and Counting Software for objects, vehicles or people based using Artificial Intelligence and Artificial Vision. It analyses the images received from IP cameras in frames over specific periods of time and detects how many items appear in the image.

Uses:

• People and vehicle capacity control.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

• Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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Company specialising in AI. They offer different software specialising in counting people, vehicles, items, as well as controlling vehicle capacity, etc.

X-OCCUPANCY - OCCUPANCY CONTROL FOR BEACHES AND OUTDOOR SPACES

X-OCCUPANCY is an occupancy solution for open spaces including beaches, parks, squares, terraces, promenades and outdoor events. It uses IP cameras, in which the software detects the areas of the space which are occupied and which are free, calculating an occupancy level of the area subject to control. Each camera can cover approximately 350 linear metres.

- Compatible with a wide variety of IP cameras.
- Camera-independent analytics in constant evolution.
- Reduces installation costs, visual impact and maintenance.

The user control panel can be used to access all control points, current occupancy level and set alerts in response to thresholds. It features a web control panel in which users can see each of the locations with their occupancy level in real time. The map can be used to consult each of the locations with their occupancy level in real time.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

NEUROMOBILE

www.neuromobile.es

This firm develops technology that aims to facilitate management, commercial dynamisation and marketing in the fields of urban shopping, city commerce, tourism, retail and shopping centres.

It has projects underway in various cities, displaying management indicators when rolling out activities.

DINAMIC URBAN COMMERCE (DUC)

The DUC solution for tourism, focussed on **local experience**, specialises in the creation of integrated dynamics that combine culture, leisure, commerce and hospitality. This one-of-a-kind platform offers a comprehensive and customised tourist experience:

1 **Leisure and culture dynamics**: The app allows tourists to discover and participate in local cultural and leisure activities. Dynamics can be created, including treasure hunts at historical sites or photo competitions at cultural sites, encouraging exploration and learning.

2 **Connection to local businesses**: Dynamics are established to encourage visitors to check out local businesses. For example, tourists can participate in themed shopping tours taking them to discover unique local products, accumulating points or stamps at each outlet visited.

3 **Interactive gastronomic experiences**: The fact that it is integrated with local hospitality allows tourists to discover the region's gastronomy through activities such as tapas routes or wine tastings, where they can rate and share their experiences.

4 **Customised itineraries**: Creation of interactive itineraries that bring together culture, commerce and gastronomy. These may include challenges or quests, instructions about taking an urban art tour or finding the best local dishes, with rewards upon their completion.

5 **Immersive community events**: The app promotes community events and activities, encouraging tourists to participate in local festivals or craft workshops, fostering a deeper connection with local culture.

6 **Loyalty and rewards system**: The dynamics include a points and rewards system, allowing tourists to accumulate benefits for their active participation in a variety of activities, which can be redeemed at shops, restaurants or cultural experiences.

7 **Feedback and continuous improvement**: Tourists can leave comments about their experiences, allowing the dynamics offered to be continuously adjusted and improved.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

nexusgeographics
MAPPING YOUR WORLD

NEXUS GEOGRAPHICS

www.nexusgeographics.com

Nexus Geographics is a company specialised in geolocation with 25 years' experience. They are experts in intelligent maps, geographical information and innovative technology.

SAFE BEACHES: BEACH CAPACITY MANAGEMENT SYSTEM

Safe Beaches is a solution that has been developed due to the impact of Covid-19 on some tourism destinations where the beaches are one of the main tourist attractions. Tourism is a key sector and the beach areas have high pressure, concentration and risk.

The challenge is to accompany tourists and keep them informed so they can enjoy the destination safely.

The "Safe Beaches" solution **aims to**:

- Provide tools to be a safe destination.
- Avoid concentrations and risk situations in public spaces.
- Come up with a sustainable solution in record time.

Safe Beaches, offers a complete solution without the need for large investments at municipal level.

The solution provides useful citizen, tourist and management tools to know the occupancy level. **They receive**:

- Citizen/tourist app for Android and iOS platforms, where tourists can check flags, the occupancy and the condition of the beaches.
- App for informers (lifeguards) to report the status of beach flags and occupancy levels.
- Dashboards for internal or public use: Information about beaches on the web, capacity history, etc.
- Automatic notifications option, for safety inspections in the event of risk of overcrowding.
- Cloud-based municipal maps platform which digitalises the beaches

This solution was implemented in Palma de Mallorca during summer 2020, and received an award from the Association of Information, Communication and Electronic Technologies Companies (AMETIC) for best tourism and security digital solution.

There is the possibility of integration with other types of sensors (counting cameras, Wi-Fi, etc.) if an infrastructure already exists.
Benefits **include**:

- Improving the information the city provides to tourists
  > It is always useful to find out the degree of occupancy, regardless of the pandemic situation.
  > Projects an image of a serious, reliable destination that is sconcerned about its visitors.
- A sustainable project that comes with the option for supra-municipal expansion
- A very powerful maps platform which is applicable to other municipal initiatives.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

OK LOCATED

www.oklocated.com

It offers a series of services using Bluetooth technology, facilitating communication with citizens and tourists, and providing them with relevant information about their surroundings - advertising, tourist information about the city and the rural environment in an accessible way.

Quick and easy to implement.

SMART DIGITAL SIGNAGE APP TERRITORIAL COHESION METHOD

Territorial Cohesion through **Global, Interactive and Compatible Smart Digital Signage that can be used around the globe** .

- **Tourism.** Tourist promotion of historical, cultural and natural heritage (trails, routes, mountains)
- **Cultural.** Communication and dissemination using a digital billboard of cultural and social events. Dissemination of wine/ gastronomic routes.
- **Commerce.** Proximity Marketing to foment commerce, local products and services.

Mission

Bluetooth Digital Signage compatible around the globe without changing apps each time you change location, with no mobile or GPS coverage problems. Ensuring the cohesion of all types of territories, through digitalisation, integrating them into this Platform, regardless of their size, location or economic viability, globally democratising technology, implemented in tourism and historical, natural, cultural, social and commercial heritage; as a result, new tourist services in towns and cities are created and/or consolidated, generating wealth, circular economy and the innovative, common and global digital integration in any destination, always at the service of the user, offering them experience.

Vision

Foment the digitalisation of destinations around the world, implementing Bluetooth digital signage technology, creating a common standard: that is compatible, sustainable and accessible around the globe.

Brief summary of the benefits offered by the OK Located Platform:

1. Mobile, global, accessible and sustainable platform offering technological digitalisation solutions to towns and cities, available to citizens, tourists, establishments, SMEs and public organisations.
2. Tourist, cultural and commercial products and services are facilitated by proximity, free of charge for the user.
3. Implementing this Platform in towns and cities is supported worldwide; it is easy, practical and quick to execute.
4. Public-private agreements for partnerships in smart digitalisation.
5. Great technological benefits, the platform boasts 100% coverage, both indoors and outdoors, for example, in narrow streets, monuments, mountains, trails, natural parks and places with limited coverage.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

collaborating member
Smart Tourism Destinations Network

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www.oklocated.com

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Quick and easy to implement.

OK LOCATED DIGITAL SIGNAGE

The company aims to assist cities with digitalisation through a model of public-private collaboration, integrating the different players that live side by side from the perspective of a **Smart Tourism Destination or City: residents, businesses, companies and city councils**.

Using Bluetooth digital signage, they have created an ambitious smart platform **which is compatible anywhere in the world. This means that a change of apps for every change of location is unnecessary, and there are no issues related to mobile or GPS signals indoors**.

AIM: reactive the destination, **revitalise** tourist attractions, events and commerce through **digital signs**; the Bluetooth-based technology platform integrates **interactive information services** required by tourists or locals.

- Tourist information, beaches, monuments and culture
- Promotion of local commerce, products and services.
- Information on cultural and leisure events in the city
- Information on wine tourism and gastronomy
- Information on routes, hiking paths, mountains and beaches.

Multilanguage through Bluetooth technology and users' smartphones.

Reactivating and promoting tourism and local trade through technology, boosting the economy and employment, promoting autonomy in tourism visits and consumption.

Fast implementation in a simple and cost effective way.

Currently, over 100 municipalities and more than 1,200 points of tourist interest in Spain have been digitalised and expansion in Latin America is now underway.

Compliance with the SDGs: economic growth, sustainable cities and responsible consumption.

Solutions for EU, EDUSI, GDR, FEDER and Next Generation projects.

The company won first prize for best technological initiative in Spain for boosting retail commerce in a rural environment awarded by the Ministry of Industry, Trade and Tourism, FEMP and Correos Labs, for introducing solutions for the development of economic and rural tourism while at the same time helping to meet several of the SDGs.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

ole!

OLE DIGITAL SOLUTIONS

www.ole.agency

Strategic design and digital product consultancy.
UX/UI, web/app development and training.

DIGITAL PRODUCTS AND SOLUTIONS. DIGITAL TRANSFORMATION

The mission of Ole Digital Solutions is to assist organisations in their process of digital progress and transformation, combining the most efficient digital technologies, products and solutions.

Strategy:

Support in business transformation defining the most appropriate strategies and processes to reach the objectives that have been set.

Innovation:

Support in digital transformation orientating innovation to problem resolution and companies needs.

Digital product:

Design and development of memorable digital products and experiences focused on people (webs, apps, CRM, etc.)

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

olocip

OLOCIP

www.olocip.com

Company specialised in the development and implementation of Artificial Intelligence for the generation of knowledge for optimisation and support in decision-making processes.

Experts in addressing predictive and prescriptive responses in a personalised way.

ARTIFICIAL INTELLIGENCE PLATFORM AND KPI MONITORING WITH PREDICTIVE CAPABILITIES

Implementation of Artificial Intelligence systems in tourist management digital transformation projects to optimise tourism quality and help foster the sector's deseasonalisation.

The smart platform permits:

- Facilitating **visualisation and understanding** of the different data sources and variables.
- Tourism **behaviour** analysis.
- Analysis **of trends and the seasonality** of each variable.
- Assessing the **impact** of the SARS-CoV-2 virus on tourism.
- Analysing the **status of the sector's** recovery.
- **Seasonal trend prediction** within each variable of the sector.
- **Design of customised plans** for attracting each type of tourist focused on the following objectives, among others:
  - > Attracting quality tourism.
  - > Increasing tourism occupancy rates.
  - > Optimising seasonal occupancy levels, attracting different tourist profiles to the destination throughout the year, and avoiding situations of minimum occupancy during the low season.

Differential value of artificial intelligence in the digital transformation process.

One of the fundamental reasons to digitalise is the opportunities the computerised data analysis offers. This is because studying past and present data (descriptive) can assist in drawing conclusions that support decision making. However, the greater the increase in the volume of data, the harder it is to separate relevant information from irrelevant data.

Moreover, this approach does not enable future scenarios or situations that do not appear in the data to be assessed. The use of artificial intelligence overcomes these limitations by using past data to train predictive models to provide information about the future (predictive). These models can be used to view suggestions about which actions to take to maximise the probability of achieving set goals (prescriptive).

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

1million bot

ONE MILLION BOT

www.1millionbot.com

Technology company specialising in the development of conversational virtual assistants with artificial intelligence and the development of predictive models with AI, Big Data and automation, e-commerce solutions, internal communication/HR, customer service, virtual tourist offices.

VIRTUAL TOURISM ASSISTANTS (CHATBOTS) BASED ON ARTIFICIAL INTELLIGENCE

Chatbots are a key tool for assisting tourists, providing them with useful information and capturing data on their needs. They are a tool that interacts with the Tourism Intelligence Systems by bringing predictions closer through natural language while also serving as a further indicator for data capture.

Each project is designed creatively and innovatively, and is based on the needs of each organisation. No two assistants are the same; each has its own unique personality developed between the client and the 1MillionBot team. A project with a 90% hit rate can be launched within an average of eight weeks.

Understanding what people, especially tourists, need and providing them with a stay and a shopping experience that exceed their expectations is the goal.

University. World leaders with over 20 success stories such as the University of Murcia, the Cartagena and Valencia Polytechnic Universities, the University of the Balearic Islands, the Complutense University of Madrid, the Rey Juan Carlos University, the Autonomous University of Madrid, the University of Alcalá de Henares and the University of Buenos Aires.

Public authorities. They are the leading digital factory (Region of Madrid) thanks to their number of success stories. Their resident customer service and internal communication projects stand out, such as those developed for the Murcia City Council, the Generalitat Valenciana, the Valencia Provincial Council and the Las Rozas City Council.

Private sector. Companies like Gastro Portal in the gastronomy sector, ANEFP in the health care sector and Parlem in telecommunications are clear success stories through which 1MillionBot wants to generate more value through more ethical, empathetic artificial intelligence.

1MillionBot: artisans in both artificial intelligence and tourism.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

open-ideas.es

OPEN IDEAS

www.open-ideas.es

Company specialising in the tourism sector responisble for undertaking projects at different destinations, with experience in areas including: digitisation and communication, strategic and tourism quality plans, Smart Tourism Destination technical offices, product clubs, tourism sustainability plans, etc.

360º DIGITAL COMMUNICATION

Open Ideas are specialists in **360º digital communication.**

They create content, optimise it, position it, help it to reach its target audience and analyse data based on its views and opinions expressed about it.

To do end, they perform the following tasks:

- **Search engine optimisation** (SEO) is the branch of online marketing that enhances the visibility of a website via organic or natural results in search engines, such as Google, Bing, or Yahoo!.
- **Videos** are one of the most efficient ways of communicating. Its audiovisual production department boasts extensive experience in the production of:
  - > Institutional videos.
  - > Marketing videos.
  - > Corporate videos.
  - > Commercial videos.
  - > Advertising videos.
  - > Videos for social media.
- **Social Media Agency** helps you enhance your online visibility. Open Ideas update the social media profiles, in the form of periodic and relevant updates, of each of their customers. This helps to keep the destination's followers up to date with the latest news. Keeping an updated profile and making regular publications it is easy to gain followers who can be converted into visitors and customers.
- **Content Marketing Agency**. Content marketing is a technique that consists of analysing and attempting to understand what your target audience wants or needs to then offer this to them in a relevant and, most importantly, more attractive manner. They design content plans for blogs, social media, websites, email marketing and other channels. Open Ideas has a team of specialist journalists and editors tasked with generating relevant and interesting content for its customers. Content for blogs, social media and different Inbound marketing strategies. All without overlooking audiovisual content.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

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ACTIVE LISTENING. ONLINE REPUTATION

Active listening entails the **of monitoring social media and the Internet, to make it possible to identify comments, conversations, opinions, preferences, visitor and tourist data in relation to the destination**.

This monitoring makes it possible to detect **key issues for visitors and tourists as well as their evaluation of these key issues**. Data is retrieved on a monthly basis, including number of mentions and a study of impressions of the destination and an assessment. The information gathered will serve to:

- Find influential people and opinion formers who offer a better image of the destination, enhancing its image. These individuals are people with the ability to mobilise masses, in this case, their thousands of followers, meaning it is advisable to discover who they are and work with them in favour of our brand.
- Monitor mentions of the tourist destination and related topics to improve products and services based on the opinions of visitors and tourists. This makes it possible to detect weaknesses and opportunities and use them as a starting point for improving the destination.
- Real-time reports, reaction capacity via the platform as well as the definition of a strategic plan.
- Setting parameters and measuring campaigns launched by the local authority's institutional accounts as part of a tourist, cultural, gastronomic event, etc. worth measuring.
- Identifying online channels where people talk about the destination and tourism-related content (tourist resources, gastronomy, culture, etc.) that is of interest to tourists and visitors to the destination, enhancing them or discovering new forms of action.
- Locating, by generating word clouds and hashtags, the most popular conversations online in relation to the tourism ecosystem.
- Detecting potential reputational crises, monitoring them to ensure a timely reaction.
- Perceiving whether the Sentiment in relation to the conversation about natural and tourist resources in general by citizens and visitors is positive or negative and being able to work on improving the most negative aspects.
- Measuring the impact and reach of publications made via tourist profiles on social media (Twitter, Facebook, Instagram, YouTube, etc.). Which messages generate the most engagement and what times and days of the week are the best for publishing them.
- Analysing campaigns as hashtags published on Twitter accounts.
- Detecting which other parts of Spain or locations abroad most discuss the destination in tourist terms.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

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TOURIST INTELLIGENCE. SMART DATA

Open Ideas specialises in gathering and **transforming information on tourist data into knowledge and behaviour patterns** that contribute to improving companies' services.

Using Big Data and advanced data analytics to collect and transform information on tourist data into knowledge and behavioural patterns essentially serves two purposes:

- Contributing to the improvement of the **quality of the service**.
- Anticipating and **adapting the destination's products and services to the needs and requirements of tourists and visitors**.

This task is performed in three phases:

1 **Analysis of data sources and data intake**. Identification, collection, inventory and preliminary assessment of data sources related to the tourism sector and promotion of the destination: National Statistics Institute, Communities, Local Authorities, Social Media, etc.

2 **Creation of algorithms**. Using Big Data and Artificial Intelligence techniques, algorithms are developed to analyse the data performance employing two models:

- An analytical model of the pre-existing situation.
- A predictive model: by "training" the algorithms, it is possible to model the possible future circumstances in each of the sectors.

3 **Smart data platform (tourist intelligence) + Use Cases**. Design and implementation of the smart platform with solutions to which the authorities, companies and citizens have access. Aim of the use case:

- Identify how the destination is perceived and how it is positioned and stands out from the competition.
- The results generated by this algorithm make it possible to identify classification clusters and “twin” destinations.
- The algorithm is structured around the analysis of more than 180 Spanish destinations and more than 15 representative variables (heritage cities, Smart Tourism Destinations, university destinations, population, average city, number of tourists, overnight stays, establishments, etc.).

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DIGITAL TRANSFORMATION OFFICE

Providing professional services to support destinations in achieving the digital transformation. Organising workshops and conferences to help understand digitalisation concepts and processes.

They are experts in **imparting training to work teams** at organisations on how to internally and externally implement and optimise the digitalization of processes, creating digital ecosystems that improve customer satisfaction, facilitate employees' work, increase innovation and provide greater efficiency in processes by automating tasks that add little value.

This digital transformation office organises a variety of workshops to cover a wide variety of topics including but not limited to digitalisation, cybersecurity, social media management, optimisation of digitalised processes, digital communication and marketing, videos and corporate image. These **workshops are designed to help companies improve their productivity and staff to develop their digital skills**.

What's more, advice is offered for the implementation of digitalised processes, as well as the identification of areas for improvement in terms of their digital systems and tools. They are also experts in advising users on the best way to implement the use of social media and the optimisation of their social media content.

Open-Ideas is committed to providing training, advice and skills resources to help customers harness the latest trends in the digital age.

collaborating member
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TECHNICAL OFFICE

When implementing transversal projects, creating a Technical Office tasked with ensuring not only the correct implementation of the project, but also change management and promoting collaboration with all those involved in the transformation project is highly recommended.

The mission of this technical office will be:

1 Controlling and monitoring internal and external initiatives.

2 Coordinating stakeholders involved in each of the project actions.

3 Governing the programme.

4 Facilitating change by involving and inspiring people.

5 Promoting projects and initiatives by taking a proactive role in their design and selection.

6 Offering expert support preparing studies, identifying best practices and preparing and analysing reports.

NGEU projects are subject to legislative, strategic and management developments based on the seven principles regulated under Article 2 of Order HFP/1030/2021. Open Ideas helps to establish the mechanisms for ensuring compliance with the new Management System and guaranteeing its proper application across all areas of action:

- Analysing the milestones and goals defined in the call for tenders based on which a timeline is developed and risks identified.
- Adapting actions to the Anti-Fraud Plan.
- Analysing the DNSH requirements in the call for tenders.
- Studying and ensuring compliance with the labels corresponding to each action.
- Analysing the pricing system of the authority's contracts to ensure the compatibility of the system of subsidies and prevent duplicate financing.
- Examining the authority's templates to ensure the adequate identification of the final recipient of the funds.
- Adapting the PST communication to the PRTR communication manuals.

As well as analysing the implementation and processing of files, to guarantee their traceability, as well as adequate reporting.

collaborating member
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Company specialising in the tourism sector responisble for undertaking projects at different destinations, with experience in areas including: digitisation and communication, strategic and tourism quality plans, Smart Tourism Destination technical offices, product clubs, tourism sustainability plans, etc.

VIRTUAL TOURIST OFFICE

Digitisation of tourist offices. Virtual Tourist Office. A chatbot is a program designed to simulate a conversation with users, generally in the form of a chat interface. Chatbots can answer questions, provide information and perform tasks as well as offering assistance to visitors. Self-learning systems to provide tourists with assistance.

The **chatbot** for use on tourist destination websites acts as a virtual tourism office, as it offers information 24 hours a day, 7 days a week to those preparing their trip. It offers a wide variety of information on tourist resources, opening hours, access communications network, schedule of tourist events, schedule of cultural events, popular festivals, specific leisure events, festivals, accommodation, restaurants, crafts, useful tips and any information that the destination wants to provide.

As a result, it contributes to the provision of useful information for planning the trip, such as best routes, hotels, restaurants, obtaining information about the weather, ticket prices, currency, etc. The chatbot can also provide advice about the place, local culture and habits and recommendations on activities and experiences that the visitor cannot miss out on.

The chatbot for tourist websites is also capable of offering information in different languages, facilitating communication with potential international visitors.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

open-ideas.es

OPEN IDEAS

www.open-ideas.es

Company specialising in the tourism sector responisble for undertaking projects at different destinations, with experience in areas including: digitisation and communication, strategic and tourism quality plans, Smart Tourism Destination technical offices, product clubs, tourism sustainability plans, etc.

CITIZEN PARTICIPATION

Involvement in the local authority's tourism policy makes it possible both to maintain that vision and to improve the relationship between tourists, visitors and the population. With this in mind, **involving citizens in tourism development decision-making is considered essential**.

This encourages actions to transform and energise the local authority as the consensus of decisions guarantees solutions that are closer to the needs and challenges of stakeholders; this makes them more sustainable and improves the involvement of citizens and visitors in tourism policy.

Citizen participation **initiatives** include the following:

- Work sessions with neighborhood associations, business and hotel associations, etc. These sessions are held periodically with a view to discussing the current situation of the local area and its problems.
- Implementation of tools for quick consultations with citizens. The initial proposal is as follows: website queries, pop-ups on public transport shelters or other areas frequented by residents, etc. These quick queries will help ascertain the degree of satisfaction amongst citizens with a given service or action.
- Launch of challenges involving active tourism, cycling and hiking to present answers and solutions through queries and/or meetings at which these stakeholders present their approaches. This action will serve as a form of market consultation allowing the community to improve its knowledge of the actual circumstances of the productive fabric, adapting its services and solutions to this reality.
- Gamification programmes to simulate new situations in the region with a view to perceiving how the citizen would like the new situation to be or the decisions to be made. These actions will follow design thinking methodologies with a view to maximising the generation and exchange of knowledge and ideas so that, in turn, they can be replicated in future policies or services that affect them.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

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TOURISM QUALITY PLAN

The Tourism Quality Plan in the destination is a proposal for the development of a Strategic Tourism Plan encompassing the consensual vision of a group of stakeholders who are actively committed to the long-term revitalisation of the tourism sector in an area.

The aim of the Strategic Tourism Plan is to improve the quality of tourist services, both in companies and in tourist products as well as in public services, with a view to contributing to increasing the satisfaction rates of tourists and consequently, maintaining or improving its long-term positioning by making the commitment to the sustainability of the tourism sector.

Tourism quality is applied to each of the actions implemented. As a result, **tourist quality is synonymous with satisfaction, loyalty and the profitability of tourist activity**.

In line with the foregoing, it is necessary to increase awareness amongst all private and public stakeholders involved in the tourism sector, as well as local residents themselves, about the importance of tourism in the development of the local and regional economy.

A Tourism Quality Plan, as part of a Strategic Tourism Plan, brings together the following factors: objectives, vision and mission. It is key to strike a balance and strategically plan tourism in the short, medium and long term. The driving force provided by the public administration when implementing public policies will help us to deepen the excellence of products and services, resources, staff and companies in the tourism sector. What's more, private initiative with purposeful offers will help to promote the development of the tourism quality plan as a whole as part of the strategic tourism plan.

A Tourism Quality Plan in the destination is established with a specific time horizon, which tends to be between four and six years.

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STRATEGIC TOURISM PLAN

A tourism strategy plan is the result of an in-depth analysis setting out a vision of the tourism industry in a destination or region, the **objectives and strategies for achieving them and the actions needed to achieve these objectives**. The methodology for creating a tourism strategy plan begins with a thorough analysis of supply and demand in the destination, as well as the identification of existing tourism resources.

The external analysis of a tourism strategy plan encompasses factors such as the political, economic, social, technological and environmental setting, as well as competition and visitor behaviour. Based on the results obtained, the factors with a potential impact on the destination are identified.

The internal analysis of the destination involves an **assessment of existing tourism resources and products as well as the potential experiences in the destination**. During this phase, methodologies are also employed, such as the participation of stakeholders from the destination's tourism sector, as well as citizens; both of these, and local authorities, are a key element in identifying and preparing the lines of action to be launched as well as the challenges faced.

The objectives of a tourism strategy plan generally include creating a tourism brand, developing marketing and communication strategies, increasing demand, and improving customer satisfaction.

The analysis of supply and demand focusses on issues such as the seasonality of demand, the main source markets, the price of tourism products, competition, the quality of tourism services, the average stay of visitors, average spending in the destination and most importantly, customer satisfaction.

The tourism strategy plan also addresses the development of a communication and marketing strategy to promote the destination, which involves the creation of a brand and an advertising strategy to increase the visibility and recognition of the destination.

The success of a Strategic Tourism Plan in the destination, as well as its preparation and design, lies in the implementation phase. Defining specific actions, assigning human and economic resources, scheduling actions, complying with milestones, measuring achievements, assessing results, making corrective decisions, periodically assessing visitor satisfaction, etc. are all key factors not only in the execution but also in the sustainability of the destination's tourism strategy.

A Tourism Quality Plan in the destination is established with a specific time horizon, which tends to be between four and six years.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

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TOURISM SECTOR CONSULTANCY SERVICES. MANAGEMENT OF GRANTS AND SUBSIDIES FROM EUROPEAN FUNDS

Consultancy service to improve the strategic and technological aspects of tourism competitiveness. Specialising in **European Funds and the Recovery, Transformation and Resilience Plan including extensive experience in Tourism Sustainability Plans**. Working with different types of destinations, city, sun and sand, rural, biosphere reserves, etc., to help them implement the destination's Tourism Strategy Plan. After an in-depth analysis, they identify the lines of action based on the call for tenders for subsidies where success is most likely.

The team of Open-Ideas consultants consists of tourism experts, from both the public and private sectors, as well as specialists in the development and implementation of tourism sustainability plans. They specialise in seeking European, national and regional funds and boast extensive experience in designing tourism sustainability plans on behalf of tourist destinations.

Their consultancy service also includes offering advice on the best options for requesting funds, as well as assistance in preparing the necessary documentation for their request. They are committed to offering a high-quality service and helping tourist destinations draw up tourism sustainability plans to allow them to obtain the necessary funds to achieve the targets set in their Tourism Strategy Plans.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

Optimizadata
business analytics & big data

OPTIMIZADATA BUSINESS ANALYTICS & BIG DATA

www.optimizadata.com

Specialists in technological solutions for the centralisation, optimisation and analysis of data in tourist destinations and companies.

They also specialise in the processing and monitoring of data on social media, events, influencers and marketing campaigns in the tourism sector.

collaborating member
Smart Tourism Destinations Network

OPTIMIZADATA ANALYTICS

A tool to **analyse the destination's own communication channels on social networks, websites and the rest of the digital ecosystem**. It also features a Social Listening tool.

The OptimizaData Analytics tools centralises and organises all the information obtained from social media and other channels used by the destination on a dashboard, facilitating the analysis of data for intelligent decision making as well as monitoring events at the destination.

Various **displays** and reports are shown that allow clients to track and control all the data simply and easily, carrying out active listening of the destination on online media.

Features:

- The tool allows visualisation of the evolution of the main metrics of the monitored channels and helps with making the right decisions.
- It has an alert system to notify users of any unusual actions that may be occurring on the monitored channels.
- It helps optimise online marketing actions across all channels.
- It can monetise all actions and statistics according to contribution rates.
- It finds out about followers' behaviour to anticipate their needs and detect trends.
- The tool displays comparative reports for all of the accounts' channels.
- It monitors the evolution of followers and other metrics, with comparisons between dates.
- Reports and graphs are displayed in a printable format for presentation of results.
- It compares with other destinations (followers and other public metrics).
- It implements historical information to obtain data and reports from previous years.
- Scalable tool to include more social networks and other channels.
- Task Manager to assist in the daily management of publications across all channels and accounts.
- INE data.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

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OPTIMIZADATA SOCIAL NETWORK BAROMETER

Tool for **monitoring a group or all the social media profiles** of destinations in a geographical area (region, province, association of municipalities, etc.)

Objectives:

- To help destinations understand the evolution of the main indicators of their social media profiles.
- To improve destinations' competitiveness, allowing each of the indicators to be compared to other destinations.
- To monitor the evolution of indicators to see if the destination is following the same growth trend as other destinations.
- To assist in marketing actions, monitoring the evolution and increase of each metric.
- To easily analyse the evolution of each indicator for decision making.
- To be able to select a custom target group to perform indicator comparisons.
- To know the ranking and growth in followers of the community, by province and tourism brands.
- To receive reports directly to the destination email, depending on the selected period (weekly, fortnightly or monthly), on the increase of each metric and the comparison of each metric with the average for other destinations.
- To save time analysing all results.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
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OPTIMIZADATA INFLUENCERS

Dashboard for monitoring events and influencer campaigns on social media and other channels.

The solution's aims are to:

- Monitor users and content during a campaign.
- Monitor impacts and other metrics on social media.
- Set targets and monitor campaign status in real time.
- Monetise campaign results.
- Develop and compare campaigns, managing objectives.
- Generate campaign reports for presentation of results.
- Capture new influencers or prominent followers.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

PI DIGITAL FUTURE

www.pidf.es

PI DIGITAL FUTURE sets the benchmark in its market, committed to customers and meeting their needs:

- More than 12 years of experience in the sector.
- Local offices in Madrid, Bilbao and Seville.
- More than 300 workers with expertise.
- More than €7 million in turnover.

360 IT SERVICES

This solution is based on:

Consultancy

- IT Consultancy: shaping an action plan, designing the deployment of actions and quantifying it economically to integrate it with guarantees in an annual budget.
- Technical Office: if an action plan is already available and support is needed for deployment, this solution helps to carefully choose the technologies that could be of the best interest to the project and that meet the actions defined in the time committed.
- Drafting tenders: if the technical capacity is not available, this solution offers the preparation of tenders to bid.

Cybersecurity

- Technical auditing: services intended for implementing security audits of a technical nature to analyse and establish the actual level of security.
- Incident management: information security incident management services, intended to prevent and detect security incidents information.

Cyber defence

- Training and awareness: targeted services to provide training regarding information security.
- Support and maintenance: services that enable companies to outsource processes, infrastructure and security personnel.
- Implementation of solutions: services geared towards the planning, design and implementation of cybersecurity infrastructure and solutions.
- Legal compliance: services that help companies to comply with the legislation in force on matters of technology security and information security.

IT development

IT development is aimed at providing its customers with an application development area for ad-hoc projects that offers maximum security and data ethics guarantees.

Systems

A technical team specialising in different system and communication infrastructure technologies, making it possible to offer different end-to-end solutions.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Play&go experience

PLAY&GO EXPERIENCE

www.playgoxp.com

This company assists in the digital transformation of tourism organisations through technology: gamified digital guides, smart data platforms, digital tourist treasure hunds, and comprehensive tourist experiences.

INTEGRATED TOURISM EXPERIENCES

Connected tourists are at the heart of any action, and act like a node in an open system, receiving information about the destination and generating data for the destination, which then becomes more intelligent. The integrated tourism experience, in this **multi-channel manner**, is generated through four stages:

1 **Information**: the main tourism resources to be shared are identified, key information is created about them in a range of formats (text, photos, videos, audio and 3D) and a narrative (storytelling) is developed linking them together.

2 **Geolocation**: these resources are identified in the destination through online maps, organised in layers of themed information.

3 **Integration**: information is developed and integrated in its different formats – text (explanatory texts about the resources and the general narrative), photos (recent and old), illustrations and video images (promotional videos), audio guides (narrations of the texts), 3D models (digital recreations), virtual reality (360º photos), augmented reality, educational guides, mobile apps, websites, digital games, leaflets, signs, informative panels and QR codes.

4 **Datification**: the tools needed to measure the consumption of information in different formats are created.

These actions are always performed with sustainability in mind: all designs are created taking the economic development of local businesses into account in an environmentally friendly and socially equitable manner.

This integrated tourist experience proposal offers global (the entire destination) or partial (tourist routes and/or resources) tourism development, with the aim of attracting visitors and tourists to learn more and plan their visit in their own way. The business concept is based on a work and service model.

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GAMIFIED MOBILE GUIDE

Experiential mobile digital guide that connects the physical and digital worlds. Mobile digital guides that geolocate Points of Interest (POIs) on a map in 2D and 3D with multimedia information and encourage visitors to move around the destination to complete missions through gamification.

The innovation and intelligence of the tourist guides come from a combination of four elements:

1 **Geolocation**: spatial identification of resources and services at a destination on which multimedia information is provided.

2 **Gamification**: the use of gaming techniques in the territory to improve the experience of visitors and motivate them.

3 **Datification**: the use of data generated by visitors, duly grouped and anonymised, to improve their experience and help in the destination's decision-making.

4 **Augmented reality**: digital elements are used to improve the information and connect the physical and digital worlds.

The value proposition of this solution is based around four aspects:

1 **Innovation**: offering an improved visitor experience through gamification, geolocation and augmented reality, as well as the automated collecting of data.

2 **Modular technology platform**: through an app builder technology platform that enables the generation of mobile apps and enriches or modifies them, adding and eliminating modules to adapt them to the needs of each destination, including integration with third-party applications.

3 **Short development time**: the platform enables the development of the apps in a very short time, which can range from two to four weeks, resulting in a fast and efficient solution.

4 **Reduced prices**: the "app builder" model, together with training and the ongoing improvement of each application, incorporated into the next one, allows for a very competitive price policy, reducing the market price of the product by more than 80%.

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DIGITAL TOURISM TREASURE HUNT

The general objective is to design and implement a **digital tourism treasure hunt based on a destination's tourism resources** through an itinerary for visitors.

The **specific aims** are as follows:

- Create a treasure hunt-style itinerary that encourages tourists and visitors to move between all the different resources
- Create a theme and storyline based on the resources and the history of the destination which will serve as the basis for the itinerary
- Represent the cultural, natural and ethnographic heritage of the destination
- Boost traffic to the destination's tourism website
- Encourage family tourism

The digital tourism treasure hunt provides support to the destination while energetically promoting its tourism resources and making them more well-known. All of this is achieved through geolocation (using online maps) and gamification techniques (web and mobile phone pages), combining actions in the physical environment (QR codes) and the digital world (digital games) as players have to physically move through the destination exploring its tourist resources.

Some of its benefits are: brand impact, tourist promotion, increased average spending, a new promotion channel, data analysis and tourist mobility.

The project consists of four stages:

- An initial, **pre-planning stage** which involves the general digital tourist treasure hunt proposal, the involvement of the municipalities and/or the destination's resources and the design of the mechanics of the game.
- A **development stage** in which the content and designs needed to create the flow of the game are developed, and a digital environment is created to be subsequently tested and validated.
- A **launch phase** in which all the resources are integrated and the QR codes are created and placed in the different municipalities.
- A **final phase to measure** the results, identifying the number of visits made to each municipality and/or destination resource.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

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SMART DATA PLATFORM

The solution offered is the **creation of geoportals** that connect visitors to the Smart Tourism Destination by providing real-time information. The goal of this solution is to transform data, obtained through technology platforms, into knowledge, to help decision-making in Smart Tourism Destinations.

One example is a platform based on the development of a geoportal to monitor and view capacities in tourist spaces, which keeps visitors safe and provides them with information while at the same time providing smart data to the destination.

The focus is on **improving the visitor experience through access to tourist information that offers security and confidence** in the tourist space to be visited. This information is displayed through a geoportal using a map as a communication tool between the connected tourist and the destination.

The technology used is through a website that can be viewed correctly on mobile devices, since it is necessary to use the technology in a differentiated way given that the use of a website or a mobile phone may differ depending on the travel phase of the tourist:

- In the **inspiration and booking** phase the tourist predominantly browses on websites, so the website will focus on providing an overview of the tourist destination they are searching for information on in the tourist space that they want to go to.
- In the **experience** phase the tourist uses a mobile phone, so it will place them directly with the GPS in the area where they are located and the nearest tourist spaces with their characteristics. The web technology will adapt to the mobile to enhance their experience and make it very simple and practical to use.
- In the **post-trip** phase the tourist will be able to use both tools (website and app) to identify where they have been, sharing it on their social networks and looking for other similar places that offer them the same confidence and security.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

PROARTE

www.e-proarte.com

Proarte is dedicated to the adaptation and signaling of natural and urban environments, serving as a reference in the world of trail signaling. Recently, it has developed a range of sustainable signage in addition to a range of smart signage that is perfect for the tourist promotion of destinations.

EVEREST SMART ROUTES

Proarte's line of smart signage entails the **digitalisation of traditional signage**. From the digitisation of routes to obtaining data on the use or condition of infrastructures. Proarte strives to apply digital signage in a practical manner, focussed on obtaining information and optimising resources.

The company has developed a **digital platform connected** to a free downloadable APP for users allowing them to access detailed information on routes, technical data, maps, points of interest and services nearby. The application can also be connected to a system of beacons that provide relevant information to the user, such as weather alerts, incidents or featured resources.

Everest Smart Routes is the only platform that connects natural resources, tourism services and travellers with a view to creating one-of-a-kind experiences. As well as boasting versatility, it adapts to a wide variety of itineraries, from tourist routes to approved trails or reconstructed sites.

It is a powerful tool for promoting sustainable tourism and local commerce. Destinations can create challenges and promotions to reinvigorate routes and the services associated with them, thanks to a registration system for visited trails.

Everest Smart Routes is the perfect solution for rural and nature tourism.

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ROMA

Proarte has created a wireless, low-consumption monitoring system to smartly manage the maintenance of any infrastructure. The system is active 24 hours a day, 365 days a year.

The device is capable of monitoring the orientation of products and checking whether they fall within a configurable threshold. This simple and intuitive system provides a comprehensive view of the position and status of any element in real time; simplifying the management and maintenance of products installed in remote and difficult-to-access locations.

Thanks to ROMA, signage will always be kept in good condition, guaranteeing user safety. In addition, it allows destinations and promoters to forecast maintenance and replacement costs.

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SUSTAINABLE SIGNAGE

Proarte has developed a range of products structured around sustainability and integration with the surrounding area, manufactured pursuant to the principles governing ecodesign and the circular economy. Products are ISO 14006 certified, which serve as a guarantee that an appropriate management system has been adopted to manufacture them, ensuring that resources are harnessed, that products have a long useful life and long-term waste can be decomposed in a useful manner.

What's more, all products are manufactured from high-quality and sustainable raw materials: PEFC-certified wood and chain of custody or recycled plastic material using 100% recycled materials.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability

TYPE OF DESTINATION

TYPE OF SOLUTION

proyectos inmersivos

PROYECTOS INMERSIVOS

www.proyectosinmersivos.com

Geographic information provider in Spain, offering data capture, the development of innovative technology for data processing, and a wide variety of products and services related to geographic information.

FIESTA VR

IMMERSIVE PROJECTS has generated a digital tool for destinations that facilitate the dissemination of its local festivities in an immersive manner by applying VR and AR technology.

This involves the creation of a virtual scenario, which includes the necessary content to facilitate the user's immersion in the festivities or event(s) broadcast. Generating immersive content that allows users to enjoy festivities as if they were there (360º content, videos and photographs, professional voiceovers, historical script approved by the destination, creation of avatars, protagonists or virtual narrators, interactive maps, etc.).

It is also possible to include the project for dissemination in smart signage.

SUSTAINABLE project (online project), ACCESSIBLE project Online application owned by the destination disseminated by tourist offices on digital media, smart signage facilitating information tasks for the visitor to learn about the destination's festivities. A responsive multi-platform **INCLUSIVE** project that can also be shared.

With the creation of "Fiesta VR", the destination provides all users with access to its local festivities. Attractive and impactful project, caring for the image and content offered. Craft and corporate project, providing visitors with an immersive experience to be enjoyed either online and offline.

Encourages tourist visits to local festivities, showing the festivities of a destination, regions, etc.

Control Data, use statistics via a customised platform for use by the destination.

It makes it easier to attract tourists, and can be applied either by single locations or by inter-municipal/regional associations or communities.

Control Data, usage statistics.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

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HIGH-RESOLUTION DIGITAL TOURIST VIEWPOINTS

PROYECTOS INMERSIVOS has created a digital tool for destinations to allow them to strengthen their tourism potential, providing virtual reality (a 360° tour) in the form of a Digital Tourist Viewpoint using high-resolution 360° photography.

This creates a unique virtual scene featuring panoramic views of the location, allowing visitors to spot all sorts of details in the surroundings with a click of the mouse. It includes local tourist attractions with all the multimedia content needed to provide information about points of interest useful for tourists or locals. **SUSTAINABLE project**.

It provides **access** to multimedia content, content already generated by the destination, or additional content deemed worthy of interest and to be more widely shared:

- Virtual visits/360° tours (virtual museums, interactive digitalised routes, high-resolution natural viewing points and tourist viewpoints).
- Digitalised cultural heritage (360° photography and modulated 3D photogrammetry).
- Digital media (kiosk mode).
- Physical and smart signalling (QR codes, beacons and kits for tourist offices and INVENTRIP - a tool integrated into tourist platforms).
- Aerial photography (drones) and promotional videos.

A web app owned by the destination that is shared by tourist offices on digital media, providing information for visitors, and encouraging them to go paperless, on social media and on the tourism website itself.

It provides concise and direct digital communication that meets the visitors' current digital needs.

A responsive multi-platform project that can also be shared.

From the digital tourism viewpoint, the destination provides users with access to the location's leisure, culture and heritage facilities. The project is an attractive one, with a carefully designed corporate image, which differentiates it from other creations, making it unique for the destination.

It makes it easier to attract tourists, and can be applied either by single locations or by inter-municipal/regional associations or communities.

Control Data, usage statistics.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

collaborating member
Smart Tourism Destinations Network

PUNTODIS
Accessible Solutions in Sign-Writing

PUNTODIS

www.puntodis.com

Experts in universally accessible information and communications, this company assesses, designs and creates inclusive solutions aimed at institutions, companies, organisations and individuals.

EASY READING ADAPTATION

Communication and specifically, the **creation of content that provides information in a simple way**, is a need that benefits everybody. Not only does it improve accessibility for people with intellectual disabilities, it also improves it for people with comprehension difficulties such as the elderly, people who are learning the language, people who cannot read or write and, by extension, the whole population when faced with specialised texts of technical complexity.

Puntodis is part of the Erraztea task force, a multidisciplinary team of people with and without disabilities responsible for creating or adapting and validating all types of easy-to-read documents. Taking into consideration the document and what surrounds it.

There are many areas in which providing easy-to-read versions is important: tourism campaigns, travel guides, traveller information, procedures in relation to booking services, etc.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility

TYPE OF DESTINATION

TYPE OF SOLUTION

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Accessible Solutions in Sign-Writing

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Experts in universally accessible information and communications, this company assesses, designs and creates inclusive solutions aimed at institutions, companies, organisations and individuals.

ACCESSIBLE PDF ADAPTATION

Documents in **PDF format** need to be viewed using external programmes other than web browsers. Therefore, it is necessary to ensure that these types of documents, which have their own interface, remain usable. For example, it has to be possible to handle them independently on any type of device, and **they must be compatible with support products such as screen readers**.

The accessibility aspects discussed in PDF documents are generally geared towards the visually impaired. However, some people also have **hearing, motor or cognitive difficulties**, which will be reduced if we apply accessibility and design criteria to everything that is created or adapted.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility

TYPE OF DESTINATION

TYPE OF SOLUTION

PUNTODIS
Accessible Solutions in Sign-Writing

PUNTODIS

www.puntodis.com

Experts in universally accessible information and communications, this company assesses, designs and creates inclusive solutions aimed at institutions, companies, organisations and individuals.

CHEF'S VOICE: A NETWORK OF ACCESSIBLE RESTAURANTS

Chef's Voice is a web tool that enables the restaurant sector to be digitalised and shared, without forgetting the need for **universal accessibility.**

Through the creation of networks of establishments, the destination can share and promote them in different languages and guarantee visitors a digital, sustainable and safe alternative that is accessible to all.

Each establishment has its own QR code or access link, the activity of which is regularly monitored through the creation of statistical reports with usage patterns.

Characteristics of the tool:

- Geolocation.
- Available in up to 14 languages.
- Universal accessibility. Content to read and to listen to
- Simple, safe access with no advertising.
- Allergen information and filter.
- Easy management from any device.
- Sales thanks to the orders and deliveries gateway (optional and free).
- A range of designs.
- Easy to share on social networks and other promotional media.

Chef's Voice is a tool for fostering universal accessibility and its management, thus promoting the destination's competitiveness.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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Experts in universally accessible information and communications, this company assesses, designs and creates inclusive solutions aimed at institutions, companies, organisations and individuals.

INCLUSIVE SIGNALING MANUAL

The service of **adapting or designing inclusive signage manuals for indoor and outdoor** is a very innovative initiative that can **unify the institution's image in an accessible manner**.

It includes the latest criteria in regulations applied to general graphic resources, as well as Puntodis' expertise derived from its experience and that of many users.

Having an inclusive signage manual helps not only citizens in their day-to-day work, due to its basic concepts in Design for All, but also **technical staff** to implement accessible solutions adequately and maintain or adapt them in renovations or maintenance processes.

The main goals are to **facilitate the reception and perception of information**, as well as to help to understand the basic concepts of accessibility, saving time and implementation costs through a specialist manual. It also serves as **support to raise awareness** of the importance of universal accessibility.

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Experts in universally accessible information and communications, this company assesses, designs and creates inclusive solutions aimed at institutions, companies, organisations and individuals.

MAP'S VOICE. ACCESSIBLE INFORMATION POINT

Map's Voice is an **inclusive web service** that allows relevant, extensive information about any service, product, local route or route abroad and different places of interest to be shared and made accessible to everyone. This could be anything from a bus route or natural footpath to the digitalisation of leaflets and guides.

- Easy to access and share. via a QR code or link, with no need for an app
- Universal accessibility. access to information in text, audio, sign language and/or easy read format
- Geolocation of resources situated en route.
- Multiple different combinations of content with tactile-visual maps and 3D designs.
- Available in up to 14 languages.
- Usage statistics and data interpretation.
- Compatible with any device (Android and iOS).
- Facilitates the achievement of the 2030 Sustainable Development Goals.
- Updates in real-time.

With Map's Voice, it is possible to offer all kinds of information in an inclusive way, with the opportunity to combine it with tactile-visual maps.

collaborating member
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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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Experts in universally accessible information and communications, this company assesses, designs and creates inclusive solutions aimed at institutions, companies, organisations and individuals.

MUSEUM'S VOICE. UNIVERSAL ART

Museum's Voice is an **inclusive web service** to bring art and cultural heritage to everyone through the best combination of tactile-visual works, 3D models, maps, digital information and its interpretation in text, audio, sign language and/or easy read format.

With Museum's Voice, it is possible to find other ways to share cultural heritage and encourage everybody to visit independently, drawing attention to details and improving the quality of user experiences.

- Consultancy to create accessible exhibitions.
- Easy to access and share. via a QR code or link, with no need for an app
- Universal accessibility: access to information in text, audio, sign language and/or easy read format
- Routing in exhibitions.
- Multiple different combinations of content with tactile-visual maps and 3D designs.
- Available in up to 14 languages.
- Usage statistics and data interpretation.
- Compatible with any device (Android and iOS).
- Facilitates the achievement of the 2030 Sustainable Development Goals.
- Updates in real-time.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility
- Technology

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Experts in universally accessible information and communications, this company assesses, designs and creates inclusive solutions aimed at institutions, companies, organisations and individuals.

VIRTUALISATION: 3D MODELLING AND PRINTING

Thanks to its wide experience, the Puntodis team is able to develop strategic plans adapted to the needs of any destination in order to create a fully accessible environment, as well as helping to subsequently implement it.

Virtualisation involves transforming something real into a digital item through 3D modelling. It can display architecture at high levels of detail, which makes it look good and very attractive to visitors. They may consider a virtual tour of the monument itself with a 360° perspective.

These files can be added to different web environments through digital 3D galleries.

Through the use of the most advanced technology, they are able to create a **resistant prototype that can safely be touched and which comes on fully customised accessible media**.

Moreover, it can be combined with other services, such as Map's Voice or Museum's Voice, to provide all the information in a range of attractive alternative formats.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

PURPLE BLOB

www.purpleblob.net

Purple Blob is a company that stands out for its approachability, adaptability to client needs and innovation through new technologies. Their technical capabilities allow them to comprehensively develop, programme and connect projects, providing information with high added value to their clients.

BARET: SMART TOURISM PLATFORM

BARET is a **smart tourism platform** that helps destinations, companies and stakeholders gather, process and analyse data from a wide variety of sources. This information can be used to make informed decisions in relation to tourism management.

BARET has a series of features that make it a valuable tool when it comes to smart tourism management:

- **Data management**: Facilitates the gathering of data from social media, websites, mobile apps and tourist information systems that encompass and form part of specific tourist destination brands.
- **Data analysis**: Uses advanced data analysis techniques to identify trends, patterns and opportunities, serving as a source and lever for the design of strategies that are highly adapted to the actual circumstances of the destination.
- **Data visualisation**: The platform offers an intuitive interface that allows users to view data in a clear and concise way.
- **Decision-making**: Addresses all aspects of online positioning for the destination and on the segregation and granulation of data of interest as well as data adapted to the area of interest, generating a data architecture that results in an effective strategy for subsequent decision-making.

BARET can be applied to a wide variety of **use cases**, including:

- **Analysis of tourist demand**: Identify trends, patterns and opportunities. Information such as the flow and volumes of individuals can be used to optimise tourist products and services and improve the visitor experience.
- **Tourism marketing**: Make effective tourism marketing campaigns and/or strategies more effective, segmenting potential visitors and adapting messages to their interests.
- **Tourist destination management**: Manage tourist destinations more efficiently, identifying and solving problems and optimising resources by analysing the real impact of investments and sponsorships, for example.
- **Support for the business community:** Local stakeholders benefit from being able to adapt more effectively to current tourism trends, understanding users' needs and concerns and making their products and services more flexible and personalised.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

QRed nomenclator

QRED NOMENCLATOR

www.qrednomenclator.net

QRed Nomenclator has worked with city councils, municipal councils, museums and tourist destinations in general.

QRED NOMENCLATOR SMART POSTERS

The QRed Nomenclator system provides city councils, museums, tourism routes, etc. with all kinds of **smart posters**. These posters are printed on different materials (aluminium, dibond, tile, PVC, vinyl) and feature embedded dynamic QR codes that give tourists access to information both about what they're looking at and about anything else the city council, museum, etc.wants to share with the tourist. It provides simple, intuitive access to explanatory spoken messages in Spanish, English, French, German, Portuguese and Russian.

Moreover, the system is **adapted for people with hearing difficulties**, providing a visual display with a sign language interpreter. Every six months, clients are sent a visits report about each one of the installed posters which indicate scans, unique users and the place of origin of the visitor, whether within or outside Spain. Monuments the tourist is unable to physically visit during their trip for some reason can be visited using virtual reality, 360º photography or augmented reality, whichever the customer prefers. The QRed Nomenclator is also ideal for plotting hiking routes, guaranteeing tourists' safety and keeping them informed.

For city councils that don't have their own physical tourist office, they provide a virtual tourist office service with 24-hour customer service that works through artificially intelligent instant messaging, and a personalised phone service in different languages and time zones from which the customer can choose.

The QRed Nomenclator system also provides community manager services.

QRed Nomenclator guarantees its services to the client through a service-level agreement (SLA).

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

RACCEXPLORER

Tool that facilitates the creation of customised travel plans in a matter of minutes. RACC Explorer is a **travel planner that uses artificial intelligence** to automatically create a tailor made travel plan and a document containing useful information for the traveller.

The tool also makes it possible to:

- Offer a recurring service, generating more site visits.
- Improve the website's SEO positioning.
- Capture valuable information for the purpose of remarketing campaigns.
- Increase cross-selling of other products.

RACC

www.racc.es/raccexplorer

Offers high-quality services to more than 800,000 partners to satisfy their needs. RACC's mission is to help people and provide them with peace of mind, always going beyond expectations. The institution's values are based on trust, reliability and excellence.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

SEBKA TECHNOLOGY

SEBKA TECHNOLOGY

www.sebkatechnology.com

Sebka Technology are experts in bespoke solutions, and have extensive international experience in providing tourist destinations with technological solutions. The company is also a pioneer in the development of virtual reality and augmented reality for tourism routes, monuments, cultural heritage sites and tourist spaces.

INTERACTIVE GUIDED TOURISM APP

The **Interactive Guided Tourism App** is a technological solution that can be applied to any cultural or tourist spot. It is an app based on VR, AR, 4K audiovisual content and 3D reconstructions

The app is both **immersive and interactive**. It features virtual reality spaces, and allows visitors to move around in these environments. Certain places will be virtually reconstructed exactly as they were in the past and integrated into a virtual environment developed on UNITY. Visitors can thus explore the virtual world as they walk through the real one.

Augmented reality also provides them with further information, and allows them to interact with objects using both physical and geopositioned signs.

Moreover, videos and 3D reconstructions give the visitor a guided tour full of experiences.

There is also a **real-time guidance system** based on geolocation in open spaces, and beacons in closed spaces.

All these functions and content can be stored on the app, although the exact features will depend on the characteristics of the space itself.

Through this cutting-edge app, tourists can visit a museum or tourist space in an innovative, intuitive way. Each visitor has a unique, interactive guide in the palm of their hand.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

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INFOPANEL AR

Thanks to augmented reality technology, the company has developed an innovative product: InfoPanel AR. This consists of **turning a conventional physical information panel into a digital one with interactive**, attractive content and a clear audiovisual and innovative focus.

Cultural heritage spaces feature informative panels to teach visitors about heritage. This panel turns them into signs, and when these are scanned with a smartphone or tablet, the augmented reality content appears. This might be a character (with a hologram-style or more realistic-looking appearance) or another item (a 3D model, a 3D object, etc.) which provides information in a novel way.

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PAST VIEW

Past View provides a **guided tourist route with smartglasses** (virtual reality glasses), taking visitors through the most emblematic parts of cities like Seville, Barcelona, Granada, Athens and Ephesus. Through this device, which uses virtual reality and augmented reality, users can visit the city's cultural heritage in different eras.

Past View is a complete **sensory experience** that goes far beyond a conventional guide system. It consists of guided routes that allow tourists to see what the spaces they are visiting looked like in different historical eras.

The Past View device, comprising **smartglasses and a touchpad**, allows visitors to dive into the past through virtual reconstructions and augmented reality technology, bringing them closer to the historical areas in an immersive way. Thanks to **movement sensors**, users can view panoramas of the past, comparing them to the present and thus improving their sensory experience of a different, cutting-edge tourist visit.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

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IMMERSIVE VR

Sebka Technology offers a technological tool to municipalities that want to turn their history or heritage into a tourist experience through virtual reality.

Traditional fishing, the history of mining, or future space travel can all be turned into tourist experiences. Thanks to the **construction of a 3D virtual environment**, any past or imaginable scenario can be recreated. By putting on a pair of VR glasses, the tourist enters an immersive experience which transports them in time and space. For example, a coastal village may wish to show how the sea has influenced their way of life for millennia. They can recreate a 2nd century CE Roman boat returning from a fishing trip in 3D, showing what the coastline looked like at the time and the buildings and temples it featured. These experiences take tourists to the heart of the action thanks to immersive VR.

collaborating member
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VIRTUAL REALITY WALKS

Through the use of 3D reconstructions, the company can create **fully interactive virtual environments** which tourists can walk through and interact with.

This solution can be used on smartphones and tablets. Its aim is to virtually reconstruct a hyper-realistic space exactly as it was during another era. For example, streets or buildings that used to be located in spots that are now squares or open spaces can be reconstructed.

Users who access this technological solution can take a stroll and see what the area looked like in the past. It allows them to take a trip back in time using their mobile, experiencing it for themselves.

As they aren't cut off from reality through the use of VR immersive glasses (rather, the VR is on their smartphone or tablet), users can compare the present and past, heightening the experience.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Seeketing

SEEKETING

www.seeketing.com

Seeketing is a Spanish company that provides IoT Phygital technologies for identifying, analysing and communicating with visitors in indoor and outdoor spaces.

FLOW ANALYSIS – SEEKETING PHYGITAL ANALYTICS

Small plug-and-play devices (called Seeketing nodes) that connect to any power source/plug and **allow the analysis of people area by area**, thanks to the mass and anonymous (legal) detection of mobile phones.

Seeketing nodes are the only patented technology that can offer massive data (85-90% of mobile detections), precise data (areas from 3 to 15,000 square metres, both indoors and outdoors) and data according to the GPRD.

Thanks to the analysis system, data on citizens, tourists and day-trippers is available in any type of municipality (large and small) or territory, with data on flows (with origin and destination between areas), repetition of visits, areas of interest, volume of visitors, new and recurring, etc., all done anonymously and legally.

Seeketing nodes far exceed the detection capacity of other systems that do not offer massive or precise data, such as ibeacon Bluetooth and data from mobile applications, Wi-Fi router or Wi-Fi tracking, operator data, or cameras that can only count steps and not people (the same person walking past 10 times is analysed as 10 tourists).

Another great technical breakthrough is to use technologies to compile and have knowledge of physical and digital behaviour applied to tourist destinations, as up until now it was considered impossible to know that the person who is now walking past a beach was searching on the municipality's tourist information website yesterday, or to know if the person who yesterday received a promotional email is today walking through one of the municipality's shopping areas.

The system responds to the requirements for Smart Tourism Destinations in different sections; people counting, flow analysis, knowledge of tourists, counting of day-trippers, etc.

This solution can work integrated with the Phygital Proximity Marketing and Capacity solution.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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Seeketing is a Spanish company that provides IoT Phygital technologies for identifying, analysing and communicating with visitors in indoor and outdoor spaces.

PEOPLE COUNT AND CAPACITY CONTROL. SEEKETING CAPACITY

Seeketing offers a **real-time control system** based on Seeketing plug&play nodes, applicable to any open or closed, outdoor or indoor area.

It is currently used in **beaches, squares, streets, shops, museums, buildings and all kinds of massive events**.

Programmable alerts can be received, for example, when the programmed capacity is exceeded in any area (square, beach, park, etc.). They can optionally be displayed on screens at the entrance to the area/premises so that the public can have the peace of mind of knowing the safety conditions. It can also be integrated with web, app, messaging, and other options.

Managers have a **real-time web dashboard** that updates capacity data every one or five minutes. The space can be divided into multiple zones or have a single dashboard with all areas/buildings/shops, and their capacity monitored for each zone. This information is also available through API-Webservices-FullRest.

No limitations on installation, operation or camera costs. It meets all tender requirements and can additionally incorporate a camera and optical element for self-calibration.

The system makes it possible to know whether the mobility of the general population is being correctly controlled (an analysis of more than 80% of the population). It enables unsuitable levels of crowding to be avoided in restricted areas in real time, and checks compliance with capacity limits and lockdowns.

This system is legal and compatible with the GDPR, unlike the Wi-Fi trackers that are being removed from all public spaces in Europe.

collaborating member
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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

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MASSIVE PROXIMITY MARKETING WITHOUT AN APP: SEEKETING PHYGITAL INTERACTION AND GAMIFICATION

Proximity Phygital Marking **allows a text message/WhatsApp/ email channel to be opened, sending proximity messages** to millions of residents and tourists who register without the need to install an app, although they can also integrate it with the use of push messages in apps, websites or screens in the municipality. **Messages are sent when the user is in each area of interest** (each street, beach, monument, building, etc.), and it increases efficiency and totally reduces the disruption.

It also automatically analyses how the communication campaigns carried out by the destination impact, and **provides the tools to communicate automatically** and in each area, with each user according to their profile, tastes, habits or interests, knowing the areas where they move or where they are now, sending any type of information, automatic alerts, communication, surveys or offers that best suit the client's needs.

This is why this system generates results that a standard CRM with WhatsApp chatbot or sending SMS/Email/push app cannot perform.

This system is also compatible with the app push notifications (mobile application). Users are not required to enable Bluetooth to use iBeacon, and **it reaches almost all users since it is compatible with and without app**.

The system is compatible with other Seeketing Phygital solutions **integrating physical and online person-to-person channels**, which enables automatic messaging according to the type of user (locals, tourists, same-day visitors and many other profiles) according to the areas they have visited, the time, the frequency of visits to each area or where they come from, their nationality, gender, age, even depending on what the user has consulted on the client's websites and apps, or on the response generated after receiving each message.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Seeketing

SEEKETING

www.seeketing.com

Seeketing is a Spanish company that provides IoT Phygital technologies for identifying, analysing and communicating with visitors in indoor and outdoor spaces.

AUTOMATIC REPORTING OF ACTIONS DEFINED AS PART OF TOURISM SUSTAINABILITY PLANS

This solution allows you to saves **tourism specialists and companies in charge of managing and monitoring Tourist Sustainability Plans in Destination dozens of hours of work** on monitoring, reporting and auditing results as a result of any new action to improve/change tourist resources.

It also allows **service managers and councilors to act as professional managers without having to spend additional time reporting data** to the media and anybody requesting information in relation to the results of each separate action and the plan as a whole.

Current tourism indicator monitoring systems adopt an overview at a local level and this is often based on data that is not representative of the actual circumstances (visitors to tourist offices, tourist accommodation and estimates). Actions are performed in specific physical spaces, not across the entire town, city or region (creation of shaded pedestrian areas, opening of a new bicycle route, or the refurbishment of a tourist resource: beach, monument, square, etc.).

It is necessary for there to be information on how this tourist resource has developed, whether it has managed to attract new visitors with the desired profile or other profiles (pilgrims, foreigners, hikers, etc.), the areas they have been attracted from, how they move around and the other tourist resources they visit, etc.

Bearing in mind the limited resources that local authorities normally have, Seeketing offers a very simple and reliable 100% automatic reporting tool, providing information on the number, origin and behaviour of tourists, hikers or citizens visiting each tourist resource, activity, tourist area, how they move around, what they think, etc. Offering details of changes in behaviour and a comparison before and after developing and implementing each action, etc.

An executive monthly report is generated providing details of the performance and progress achieved for each action, with the option of integrating data from any platform and between destinations.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

SEMANTICBOTS
THE REVOLUTION STARTS NOW

SEMANTICBOTS

www.semanticbots.com

Team of experts in the design and development of inclusive conversational platforms based on chatbot or virtual assistant. A service that automatically facilitates tourists' access to the digital information of tourist destinations, through natural language processing.

SAYOBO INCLUSIVE TOURISM CHATBOT

Sayobo is an innovative solution based on an inclusive chatbot development platform created by SemanticBots, a company specialised in conversational platforms for companies and public administrations. The company's research team also applies its knowledge of artificial intelligence and Big Data to deliver valuable information to organisations in order to help them to optimise their products, services and resources.

Sayobo's technology has been employed in a line of inclusive chatbots designed especially with tourism in mind, with a view to providing tourists with access to all tourist products and services that destinations have to offer, as well those provided by local companies.

Using natural language, this tool makes it possible to instantly enhance access to useful information, in a more accessible way and with control over information, when compared to other digital solutions. Smart Tourism Destinations and municipalities are incorporating new technologies that improve the visitor experience in their destinations.

Apart from this, many of the destinations advocate for these technologies and advances to be made taking into account all tourists, including those with disabilities and senior citizens. Through the implementation of inclusive chatbots such as Sayobo, progress in technology, accessibility, and their own sustainability is encouraged in smart tourism destinations.

Features:

- Digitally updatable and inclusive knowledge base.
- Greater control over the quality of information provided to tourists.
- Content and queries accessible from multiple platforms: PC, mobile, tablet, etc.
- Easily integrated with other software via APIs.
- Customisable depending on the needs of destinations, local tourism products and services companies, or tourists.
- Platform easily managed by tourist destinations.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

SGS TECNOS

www.sgs.es

SGS is the world's leading testing, inspection and certification company. It is recognised as the global benchmark for quality and integrity. It has more than 94,000 employees and a network of 2,600 offices and laboratories worldwide.

AIR QUALITY MONITORING – AIRSENSE

SGS AirSense offers indoor air quality testing solutions to ensure a safe and healthy working environment.

COVID-19, industrialisation, global warming, fire: modern threats have introduced unprecedented levels of air pollution to the world and have reshaped the way people view the built environment. Monitoring and maintaining good indoor air quality, one of the key pillars of a healthy building, not only helps to maintain conditions that promote well-being and productivity, but it is also vital in limiting the spread of pathogens such as SARS-CoV-2 and instilling confidence in a workplace.

The AirSense service by SGS is a **comprehensive real-time indoor air quality monitoring solution** that combines continuous measurement with sensors, powerful cloud-based tools, reporting and insightful analytics, and a proprietary brand of SGS IAQ empowering users to understand their space and create healthy air quality.

AirSense Service

MONITOR

- AirSense Hardware: data collection through sensors installed in the Air Quality monitors.

ASSESSMENT

- Study of needs (floor plans, ventilation/air conditioning installations, occupancy level), to determine the optimal deployment plan representative of the occupied spaces.
- Cloud Dashboard and specific Apps (iOS and Android) to offer real-time data, trends, data downloads, analytical tools and an advanced threshold notification system to alert of any air quality event.
- Quarterly reports by SGS experts providing insight into indoor air quality data.

MAINTENANCE AND VALIDATION

- Free indoor air quality monitoring mark to show optimal IAQ and promote IAQ monitoring to occupants.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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www.sgs.es

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INDOOR AIR QUALITY STUDY SERVICES

SGS as part of the environmental health and safety services, offers a range of solutions for verifying disinfection to assist in the prevention of the spread of coronavirus:

AIR QUALITY STUDIES

SGS, the only company accredited by ENAC to carry out AIR QUALITY STUDIES, offers its services based on:

- Assessment of air treatment systems and facilities (air conditioning systems and ducts).
- Visual inspection, microbiological control and gravimetry of dust deposited in ducts in accordance with standard UNE 100012
- Measurement and assessment of basic CAI parameters: particles, carbon dioxide, assessment of ventilation, carbon monoxide, and thermo-hygrometric comfort according to the UNE standard 171330.
- Measurement and assessment of complementary parameters: lighting, noise, electrostatic fields, fibers, organic volatiles, formaldehyde, etc. Apart from this service based on specific aspects, SGS offers a comprehensive solution for monitoring indoor air quality, called AirSense. This product offers a real -time solution that combines continuous measurement with sensors, powerful cloud-based tools, reports and its own brand SGS IAQ allowing users to understand their space and create healthy air quality.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

PLANIFICACIÓN INTELIGENTE

SIEN CONSULTING

www.sienconsulting.com

Sien Consulting develops tourism planning and consultancy projects for tourist destinations, both nationally and internationally, with an important focus on the digital and sustainable transformation of the sector's players.

TOURISM CONSULTANCY AND TRAINING

Services adapted to each destination's needs:

Tourism Strategic Plans: Development of strategic tourism plans that are sustainable over time and aligned with the needs and objectives of destinations to increase their resilience capacity.

Smart Tourism Destinations Planning: Diagnosis and action plan in relation to sustainability, technology, governance, innovation and accessibility for destinations and associations nationwide.

Sustainability plans in destinations: Support in the preparation of technical specifications on digitalisation, assistance for technical offices in governance and data management and the preparation of studies and reports: carrying capacity, impact of Tourist Sustainability Plans in Destinations, feasibility of tourism products, etc.

Smart Office: assistance, communication and management of technical offices, tourism data management and intelligent governance, accessibility and sustainability systems.

Studies and reports: Comprehensive preparation and design of strategic tourism documents: digitisation of heritage, redefinition of DTI-CV methodology, MICE barometer, etc.

Tourism marketing and communication: preparation and execution of comprehensive tourism marketing plans in digital and non-digital media, creative design of advertising campaigns, preparation management of social media, etc.

Training: Organisation, coordination and delivery of courses, conferences and presentations organised with smart tourism destinations, both on topics associated with the model's key areas and on specific subjects like data management, marketing and more.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

SIGNEO | GRUPO XPRINTA

www.signeo.es

The Xprinta group has 14 factories throughout Spain and develops smart tourism signage systems with an integrated app (iOS/Android). Its solutions include the manufacture of all physical elements (monoliths, totem displays, poles, plaques, etc.).

SIGNEO

Smart tourism signage systems with integrated app (iOS/Android). Full turnkey projects with the production of signage elements (monoliths, totems, indicator posts, plaques, etc.) in addition to smartphone apps with a powerful and simple user management system. **This is a comprehensive and affordable solution for the digitalisation of the signage of any tourist town or city**, containing a powerful integrated marketing module.

The marketing system uses geolocation and user profiles, making it possible to use the data collected (always in compliance with the Organic Data Protection Law and GDPR) in the implementation of segmented online marketing campaigns with impressive results in terms of attracting new tourists to the town **and positioning it in a place of notoriety.**

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

SiGO

SIGO INFORMACIÓN Y GESTIÓN

www.sigogestion.com

SiGO develops agile and intuitive applications that improve the way citizens access information and services in their cities. They help their customers provide an efficient an remote service to citizens.

MUNICIPAL APP

Residents can find out the news or events; have the entire catalogue of services offered by the council with one click; or subscribe to notifications. You will be able to answer questions such as, What is the nearest open pharmacy? or Where can I find a bin for used oil?

This solution establishes a two-way **communication channel between residents and the council.**. Citizens can communicate digitally and remotely and avoid unnecessary trips and calls. They receive guided assistance for requests and procedures that must be carried out. It is a very simple process that residents can carry out in a few simple clicks. Also, they can access all the requests they have made and find their status, and receive push notifications.

This assistant is implemented with access to a complete back office as a heldesk, from where you can manage and automate all interactions with citizens. For example, requests can be assigned automatically, or predefined responses can be programmed according to the type of request for a more agile response.

You can offer a more efficient resident service, by simplifying the processes. To make it more agile and eliminate many unnecessary tasks: saving time and money.

The solution focuses a lot on the user experience and adapting to the needs of the municipality and its citizens. And it is one more piece that integrates with the rest of your solutions, leveraging existing APIs or developing integrations.

In summary, the goal is to **have an effective and remote citizen service**, to bring municipal services to citizens through technology.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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SIGO INFORMACIÓN Y GESTIÓN

www.sigogestion.com

SiGO develops agile and intuitive applications that improve the way citizens access information and services in their cities. They help their customers provide an efficient an remote service to citizens.

SIGO INCIDENTS

The main objective of the SiGO incident platform is to **centralise all the information related to the maintenance of the city** with the aim of making it **more efficient**, and also to be able to **oversee the** service providers more effectively.

The high economic and staff investment that is made annually in keeping in the best conditions the city requires the **best tools for control and control optimisation of services**.

It wants to equip both the city council and all the agents involved with the best technological tools to make maintenance as efficient as possible, reducing the response times and costs.

SiGO Incidents streamlines the management of incidents, **integrating all the agents in a single platform that is accessible from anywhere and with any device with an internet connection**.

It facilitates the management of the different municipal services, both internally and with the concessionary contracts of the different services, as well as the relationship with the citizen both for the reception of incidents and for managing feedback. It also enables all the associated document management, in a way that prevents the dispersion of information. To summarise:

- The platform allows the management of the maintenance of the City Council's buildings and infrastructures in a unified way.
- The platform allows citizens and employees to report incidents through input channels designed for this purpose, as well as managing all the requests sent, checking statistics, producing work orders, monitoring subcontractor activities, and more, through a web back-office.

Currently, the SiGO incidents platform is operational in councils in large cities such as Valencia and Castellón, and in medium-sized cities such as Onda, Orihuela, Vinaròs and Peñíscola.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

SISMOTUR

SISMOTUR

www.sismotur.com

Specialists in consultancy services and the development of smart signage and tourist information systems.

INVENTRIP

Global digital tourism platform (web, app and API) developed by Sismotur to manage, disseminate and distribute tourism data, introduced in 75 destinations in Spain and Portugal, that collaborate to share best practices and the joint development of its development.

To have access to quality data, it is necessary to add the work of each destination manager. To this end, Inventrip has technology that makes it possible to establish hierarchical data networks with different levels of integration (thematic, administrative, etc.). Inventrip already boasts 50,000 resources as regards its integration on the Iberian Peninsula.

Inventrip allows you to manage the main IoT digital connectors (Dynamic QR, NFC chips, Beacon and Geofence) in the cloud to send digital information to tourists' mobiles at all times and based on their location, particularly through smart signage.

Inventrip can share the entire destination, a thematic route or a resource, all through URLs. It also features booking engines to sell tourist activities and URLs with high-resolution digital tourism viewpoints and virtual tours. The Inventrip service is also integrated into touch terminals and allows the management, visualisation and downloading of trail KMLs.

To promote the interoperability of platforms and the distribution of tourism data, a common language is needed. In tourism this translates into compliance with the UNE 178503 Semantic Standard of Smart Tourism Destinations. Sismotur was involved in its preparation and in the creation of the best practices manual, and is a *coordinator to the definition of the* ISO/AWI 20525 standard.

The Inventrip platform now allows the management of data according to the aforementioned standard and its efficient distribution with the API Inventrip.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

SISMOTUR

SISMOTUR

www.sismotur.com

Specialists in consultancy services and the development of smart signage and tourist information systems.

SIGNING

Signing is a cloud-based service developed by Sismotur for the **planning, management and use of signage**, and has been used for the drafting of more than 150 plans for territorial and urban tourist signage in Spain and Portugal.

The definition of a **comprehensive plan for smart tourism signage** has a scope that goes beyond the definition of a manual on how to implement signage and must consider all the complexities involved in the process of defining, designing and updating signage, as well as the incorporation of new information technologies associated with smart signage systems. For this, Sismotur proposes a proven methodology that has been successfully applied in numerous tourist destinations.

While the methodological approach to the signage model can be simple in its expression, the implementation of the process of planning, design and management of signage and associated smart tourism information requires specialised technological tools.

Signing allows the management of all **georeferenced information** (inventory of posters and designs, location of facilities, resources and points of interest likely to be signposted, location of beacons and Geofencing), and with the help of a graph of the entire road network carry out an analysis of signage and obtain information on directional signposting.

The Signing service has different modules to enable the creation of inventories, the drafting of master plans, incident management and tracking of signage execution, and to manage the inventory of the digital connectors of smart signage (QR codes, NFC chips and Beacons). Its digital content is managed with the Inventrip platform's web service.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

SISTEM

SISTEMAS Y MONTAJES INDUSTRIALES (SISTEM)

www.sistem-group.com

This company, which is a member of the CPS Group, is a systems integrator with an international vocation that offers clients global solutions within the smart transportation, telecommunications and security markets. They specialise in the traffic, railways, and aeronautical sectors.

SMART TOURISM DESTINATION PLATFORM (ATHENA)

SISTEM provides a Smart Tourism Destinations platform that enables the integration of the different components (networks, systems, apps, devices, sensors, etc.) that a city council, local government or regional government may have, and that may be used in Smart Tourism Destinations projects.

The project model they provide fits with the five Smart Tourism Destination strategic key areas: governance, innovation, technology, sustainability and accessibility, as well as the SDGs from the 2030 Agenda.

- **Technological infrastructures/networks**: equipment and network capabilities.
- **Innovation**: different, cutting-edge projects.
- **Tourism/culture/sport**: dissemination and coordination of activities.
- **Local development**: projects that generate employment/wealth.
- **Environment**: protection of the natural world.

Characteristics of SISTEM's Smart Tourism Destination Platform:

- An open management platform based on the FIWARE standard that complies with the UNE 178104:2017 standard on Smart Cities.
- Big Data databases + BPM + dashboards + reports that facilitate management and decision-making.
- AI and blockchain tools for data analysis and security.
- Interoperability that facilitates communication with other platforms.
- Scalability which allows connections not just with existing components, but also those that may exist in the future.

The Smart Tourism Destination platform **can also provide solutions relating to**:

- Environmental analysis systems.
- Maps showing the mobility of people and vehicles between points of tourist interest with source/destination matrices, journey time, dwell time, etc.
- Monitoring and measuring use of public car parks and public transport.
- Tourist information and signage.
- Energy efficiency.
- Solutions for capacity control, crowding in towns, beaches, etc.for safety purposes, control of COVID-19.
- Communications networks (fibre optic, point-to-multipoint, Wi-Fi, etc.).
- Content management.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Smart Tourism Technologies

SMART TOURISM TECHNOLOGIES

www.smarttourism.es

The company Smart Tourism Technologies SL has helped tourist destinations easily and accessibly achieve their digital transformation with AUMENTUR, the #Smart #Tourism solution.

collaborating member
Smart Tourism Destinations Network

AUMENTUR

AUMENTUR is a technology platform that allows tourism and heritage managers to create and offer their visitors guides with personalised multimedia content accessible from the visitor's mobile device.

The app is available for free for iOS and Android, and was a **winner at the AMT Destination Awards at FITUR in 2023** having been named the best technological solution for interaction between the destination and the citizen on account of its versatility, ease of use and multi-destination integration.

The online control panel allows the destination to **self-manage content** (audios, texts, augmented reality, 3D models, photographs or videos, etc.) as well as analysing the data generated when visitors use the app.

The objective of AUMENTUR is to **facilitate** the work of heritage managers and **optimise** visitor experience thanks to its ease of use and optimal performance:

- **Total sustainability**, thanks to the optimisation of the investment and **implementation times**:

  > App kept up to date at all times with zero paper.

- **Big Data and use statistics** to obtain a better understanding of the visitor.
- **Geolocation** of multimedia content (VR, AR, immersive 360° videos and photos, etc.).
- **Calendar of cultural and tourist events**, integrating points of sale.
- **Adaptation of content** to all users:

  > in any language, including "easy reading".

  > app accessible for the visually impaired.

- Possibility of creating **gamified routes**.
- **Multiple triggers** (QR, beacons, GPS, ids).
- **Communication with the tourist** via notifications and rankings.
- **Additional professional services** to generate unique experiences:

  > creation and production of cultural, historical or natural routes and guides.

  > creation and production of textural, audiovisual and 3D content.

  > translations and voiceovers using artificial intelligence.

AUMENTUR is a cloud platform, so it is always updated to the latest versions of operating systems. Guaranteed reliability and acceptance by the user. AUMENTUR will promote the pack contents at no additional cost through its social media networks, increasing the reach of the Smart Tourism Destination promotion.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

smartvel
AI enriched content

SMARTVEL (CONTENT TRIP SOLUTIONS)

www.smartvel.com

Smartvel is a content technology company. They help improve the visitor experience by providing attractive content and digital solutions such as the destination's event calendar, which they keep complete and updated.

collaborating member
Smart Tourism Destinations Network

EVENT CALENDAR

This content marketing tool enriches customers' travel plans by providing them with all the events taking place during their stay. This updated event calendar (including events ranging from concerts to local markets), can be adapted to the customer's preferences, allowing them to make the most of their travel experience.

What is Event Calendar all about?

- The definitive tool for keeping users up-to-date on everything that's going on at a destination.
- Offers the perfect plans for each traveller by customising results based on their interests and travel dates.

It also adds value and increases loyalty among travellers. It helps to convince and inspire digital interactions, promotions and communications, consolidating any brand as the source of reference and experiences in each destination.

Method of implementation

Its content is available in widget format, with the corresponding implementation completed within a period of 3 days to 2 weeks, as well as via the Smartvel API.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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collaborating member
Smart Tourism Destinations Network

TRAVEL GUIDES

These thematic guides contain plans and activities carefully selected to fit your customers' profile. Points of interest, restaurants, events and activities structured around specific themes such as romantic, family or ecological plans to guarantee a unique experience for each profile.

What's more, Travel Guides:

- Improves customer satisfaction and loyalty.
- Attracts and inspires visitors offering different types of plans depending on the needs of each traveller.

Method of implementation

Its content is available in widget format, with the corresponding implementation completed within a period of 3 days to 2 weeks, as well as via the Smartvel API.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

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Smart Tourism Destinations Network

TRAVEL TIPS

A solution that provides visitors with everything they need to know in a consolidated manner. Crucial information about the destination, such as transportation options, currency and the best time to visit the country as well as safety recommendations. This is a fully customisable and adapted tool, allowing the user to include the advice that is most useful for their audience.

Information about administrative procedures or necessary travel documentation such as visas or health and safety requirements, which is particularly useful for digital nomads, providing them with essential information to facilitate their experience in the destination.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

SMARTVEL (CONTENT TRIP SOLUTIONS)

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collaborating member
Smart Tourism Destinations Network

TRIP PLANNER

A **planning tool that inspires travellers** by offering carefully selected personalised plans and activities for any destination. It ensures unforgettable experiences in the form of an interactive solution that offers customised dining options, highlights, tours and activities, all integrated with the destination's event calendar. Given this range of options, travellers can automatically generate itineraries based on the number of days stay and budget, conveniently downloading them to Google Maps meaning they need not worry about where their next stop will be.

What's more, with Trip Planner:

- You can include content, services and agreements with third parties.
- This categorised content can be used to create a unique and easy-to-share plan.
- We are private label, meaning the style can be adapted to your image and corporate identity.

Method of implementation

Its content is available in widget format, with the corresponding implementation completed within a period of 3 days to 2 weeks, as well as via the Smartvel API.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

SOLARIA9®

SOLARIA9

www.solaria9.com

A software and app development company that focuses on touch screen technology. They develop and implement projects for customised digital kiosks.

They offer solutions for digitalising museums, libraries and tourist spots, virtual tours and 3D visits.

TOUCH SCREEN TOURIST INFORMATION KIOSKS

Solaria9 offer touch screen platforms developed especially for municipalities and tourism. Their service consists of unique, personalised content design for **touch screen display totems for tourist information, which can be installed indoors or outdoors**.

They focus on user experience and interface design, ensuring that the system is intuitive and easy to use for any visitor, regardless of whether they have any technical knowledge or are used to using touch screens. Each project is tailored to the requirements of each municipality, and service and content updates are performed immediately from the data centre.

Their totem displays are designed for intensive use, with ingress protection code IP65, anti-vandalism, automatic brightness control and the option to add extra hardware such as mobile phone charging points, a Wi-Fi hotspot and much more. Their projects are integrated with all the different kinds of sensors available, such as: proximity, lift and learn, temperature, air gesture, voice recognition, gender recognition and more.

They provide all the hardware needed for digital projects, touch screen kiosks, LED screens, LCD screens and interactive smart boards, and have their own software to update and publish content.

They also have a professional team consisting of two developers with expert knowledge of Intuiface, a graphic designer and a specialist in user interface (UI) design, user experience (UX) design and interaction design (IxD). They work from the cities of Ceuta and Malaga, sending and installing their devices across the whole country.

They have designed a wide range of apps where their municipality can display, among other elements:

- Places of interest.
- Tourist attractions.
- Regional events.
- Multimedia galleries.
- Weather reports.
- Transport.
- Out-of-hours chemists.
- News.
- Marketing.
- Cultural calendars.
- Surveys.
- Tourist routes.
- Gastronomy.
- Fairs and festivals.
- Craftwork.
- Emergency services.
- Advertisements.
- Complaints and suggestions.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Solmes

SOLUCIONES DE MOVILIDAD ESPECIALES

www.solmes.net

Company devoted to accessibility, mobility, technological consultancy, app development, website design and development, data analytics systems (Big data, BI, etc.) and consultancy on Smart Cities. Its aim is to contribute to the creation of the cities of the future: sustainable, accessible and inclusive.

PARK4DIS ADMIN

Park4Dis aims to solve a problem that affects more than **1 million people with reduced mobility and more than 15 million in Europe**, from various aspects and with a 360° vision. Currently, it provides information about more than **300 cities in 10 countries**, totalling **more than 45,000 spaces** for people with reduced mobility.

The platform is the **only solution** that effectively solves **fraudulent use of European cards**, facilitates accessible tourism and cares for the environment, thus complying with several SDGs of the 2030 Agenda. All this is possible thanks to the use of **innovative technology based on sensors and other wireless IoT devices**.

The platform is aimed at public bodies such as councils, tourist boards, county councils, and associations, offering **Park4Dis Admin**, a series of reduced mobility parking optimisation tools, asset management, statistics and other mobility solutions that help you manage and facilitate inclusive mobility. The solutions aimed at police officers, making it easier for them to manage fraud and incidents. For large complexes (shopping centres, airports, etc.), solutions are offered to facilitate and improve the full PRM user experience.

Park4Dis Admin:

- **Mobility**: asset management (reduced mobility spaces and local regulations).
- **Statistics**: space usage statistics.
- **Cards**: management of UE cards and PRM users.
- **Alerts**: receives and sends alerts.
- **Supervisor**: Incident management for the police.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Solmes

SOLUCIONES DE MOVILIDAD ESPECIALES

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Company devoted to accessibility, mobility, technological consultancy, app development, website design and development, data analytics systems (Big data, BI, etc.) and consultancy on Smart Cities. Its aim is to contribute to the creation of the cities of the future: sustainable, accessible and inclusive.

collaborating member
Smart Tourism Destinations Network

PARK4DIS CONSULTING

Cross-sectional and interurban platform for **management of and access to the location of reserved spaces and other parking spaces designated for drivers with reduced mobility**, as well as municipal regulations summarised in an accessible way.

The aim is to facilitate the movement of the over 450,000 users with a European Disability Card in Spain (over 5 million across Europe), giving them greater freedom and autonomy, and helping them find a parking space near their destination.

The social side of the project is called Park4Dis People, a website/app that allows disabled users with European Disability Cards to:

- Check the location of parking spaces for people with reduced mobility (PRM).
- Check local regulations about other permitted parking areas.
- Select a PRM parking space near their destination and be guided to it by the system.
- Inform authorities about any issues (parking spaces being improperly used, difficulties exiting in their cars, etc.).
- Suggest new PRM parking spaces.
- Reserve a PRM parking space.

They also solve problems for city councils and tourist boards through Park4Dis Admin, a set of asset management tools that permits compliance with national and regional laws, and improves PRM user experiences.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Solmes

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Company devoted to accessibility, mobility, technological consultancy, app development, website design and development, data analytics systems (Big data, BI, etc.) and consultancy on Smart Cities. Its aim is to contribute to the creation of the cities of the future: sustainable, accessible and inclusive.

collaborating member
Smart Tourism Destinations Network

PARK4DIS PEOPLE

Park4Dis offers a solution for a problem that affects more than**1 million people with a European Disability Card and more than 15 million in Europe**, from different perspectives and with a 360º view. Currently, it provides information about **more than 300 cities in 10 countries**, totalling **more than 46,000 spaces** for people with reduced mobility.

One of its main goals is to help reduced mobility users with **Park4Dis People**, a **free, interurban and cross-sectional platform** that shows an accessible summary of the l**ocation of reduced mobility spaces** and – a unique solution in Europe – local regulations on other permitted parking. Reduced mobility users do not have to worry about downloading, if it exists, an app for each destination; and councils (or tourist destinations) that join the platform become a "**Park4Dis city**", forming part of the paradigm shift from Smart City to Smart Human City promoted from the Park4Dis project.

Park4Dis People:

- **Shows the location** of the reduced mobility spaces closest to the destination.
- Allows guidance to the selected destination.
- **Shows the regulations** on other parking spaces allowed in the city (e.g. loading/unloading, blue zone, resident zone, etc.), specifying the maximum parking time and/or the fee that should be paid.
- Shows information on **free**/**occupied reduced mobility spaces**.
- Allows **reporting of incidents** affecting a reduced mobility space, in the form of a phone call to the local police or a text (e.g. offenders parked in reduced mobility spaces without a card, reduced mobility spaces not accessible, signs in poor condition, etc.).
- **Add**/**validate** collaboratively **reduced mobility spaces** that are new or not available in the app, with photographs of the signage.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

SOLUCIONES INTEGRALES SMART BEACH

www.mysmartbeach.com

MySmartBEACH is the world's first Smart Beach operator.

It was born as a technology integrator in the Smart Beach ecosystem, with sun and beach tourism as its backbone, from the perspective of safety.

This focus on security materialises in the development of SOS Point.

SOS POINT

SOS Point is a water rescue device. It has a lifeline that is attached to the rescuer by means of a harness and a powerful motor, which ensures the return in any situation by means of mechanical retrieval, reducing the rescue time and the associated risks. Furthermore:

- It is easy to use by anyone, whether or not they are professional lifeguards.
- It is available 365 days a year, 24 hours a day.
- Possibility of simultaneously rescuing up to three people.
- Avoid rescuer exhaustion, in case it is necessary to perform cardiopulmonary resuscitation (CPR) immediately or even return for a second victim.
- It is connected to the emergency services and alarm centre, launching an automatic call and reducing the response time in an emergency.
- It is easy to install on beach.
- It is a complementary tool for professional first responders and emergency services such as firefighters, police, armed forces, etc.
- It interacts with communication modules to offer additional prevention services and to be able to report risks of solar incidents, state of the tide, temperatures, connection with smart bracelets, video surveillance cameras, etc.

With SOS Point, true Safe Beaches will be achieved. By installing this rescue device, any beach or cove will always be watched, regardless of season or schedule.

Patent licence in ESPAÑAOEPM 201200204.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

solucionesturísticas
consultoría & marketing

SOLUCIONES TURÍSTICAS

www.solucionesturisticas.es

A consultancy and marketing company for the leisure and tourism sector with experience in developing Smart Tourism Destination master plans, as well as sustainability plans for destinations and tourism companies. They are experienced in structuring and marketing tourism products.

CONSULTANCY SERVICES FOR SUSTAINABLE SMART TOURISM DESTINATIONS

Soluciones Turísticas has a lot of technical experience and knowledge in terms of providing services for destinations:

- **Developing master plans for Smart Tourism Destinations**, aligning them with their strategic plans or developing them in parallel.
- Developing **sustainability plans** for tourist destinations, aligning proposals alongside ad-hoc helplines.
- Creating **ICT and sustainability audits** for leisure and tourism sector companies.
- **Technical assistance** for structuring tourist experiences for destinations, and developing and marketing communication strategies.
- Designing and opening **product clubs**, and providing technical assistance to facilitate the marketing and launch process.
- **Concept and viability studies** for tourism and leisure sector projects.
- Creating **tourism project master plans**.
- **Training plans** for the launch of tourism experiences, and technical assistance for mentoring entrepreneurs.
- **Plans to add value** to tourism experiences within the primary sector, including both public and private initiatives.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

souldata

SOUL DATA

www.souldataweb.com

The company develops innovative projects for market intelligence, Big Data and digital transformation for data management aimed at decision-making, promoting the sustainability and competitiveness of Smart Tourism Destinations.

DESIGN OF THE TOURIST DESTINATION DATA STRATEGY

Soul Data strengthens the management of Smart Tourism Destinations through a comprehensive data strategy for decision-making. Soul Data's specialised methodology is applied in this solution, relying on its technical knowledge and real experience in the public and private management of tourism acquired over time.

Data strategy design helps the destination to organise its existing data, to understand what data it needs and how to get it, and to guide information management to support decision-making in the sector, through innovative tourism intelligence strategies and actions. This will make it possible to improve the organisation's data management, from collecting the information to its processing, analysis and visualisation, for a better understanding by the entire tourism value chain of the destination.

This solution provides methodology guidelines and statistical support for the measurement of segments and profiles of demand, tourism supply, economic impact and sustainability of tourism in the destination, among other issues. The service includes:

- Survey of information and data needs for tourism planning and management of the Smart Tourism Destination.
- Assessment of statistical information and indicators currently used by the destination.
- Identification of the main sources of traditional information and Big Data that strengthen the destination's tourist intelligence.
- Preparation of a strategic diagnosis on data management.
- Definition of strategic priorities in terms of data and information.
- Methodological recommendations for the incorporation and integration of new data sources.
- Proposal for calculations of new indicators linked to the thematic areas of Smart Tourism Destinations and sustainability.
- Recommendations for tourism intelligence strategies to help improve decision-making at the destination.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

TYPE OF DESTINATION

TYPE OF SOLUTION

souldata

SOUL DATA

www.souldataweb.com

The company develops innovative projects for market intelligence, Big Data and digital transformation for data management aimed at decision-making, promoting the sustainability and competitiveness of Smart Tourism Destinations.

ONLINE MONITORING OF THE TOURIST EXPERIENCE IN THE DESTINATION

This TRAVELSAT tourist intelligence solution uses Big Data to collect and analyse thousands of real opinions on the destination left by tourists on the main digital online commentary platforms globally.

This solution has been implemented by TCI Research, a strategic ally of Soul Data in Spain, in more than 100 destinations around the world. It has won the Innovation Award from the UN World Tourism Organisation. It is the most advanced platform for online reputation analytics to measure tourist satisfaction at the destination. It includes:

- **General assessment of the destination and by geographical areas**: municipality, province, autonomous region, or even within the destination.
- Analysis of the **online reputation** of the tourist experience in the destination:
  - > Tourist attractions, places of interest and experiences.
  - > Hotel and gastronomic offerings.
  - > Infrastructure and transport at the destination.
  - > Shopping and shopping venues.
  - > MICE and tourist information centres.
- **Ranking of most and least valued** and commented places and establishments.
- **Profiles by markets** (national and international) and by travel groups (family, friends, couples, among others).
- Sentiment Analysis and natural language processing based on the most advanced vocabulary of keywords in 15 languages.
- **Positive and negative comments** about the destination and its tourism products, distributed by platform and by language.
- **Real-time data** with daily or weekly update depending on the source of information.
- **Historical data** from previous years to analyse trends and changes.
- Comparison (**benchmark**) with other destinations in Spain and Europe, at a general level and for various aspects of the tourist experience.
- **Integration with** destination visualisation tools.
- **Consolidated data on reviews and ratings,** applying a proven methodology with over 10 years of experience.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

souldata

SOUL DATA

www.souldataweb.com

The company develops innovative projects for market intelligence, Big Data and digital transformation for data management aimed at decision-making, promoting the sustainability and competitiveness of Smart Tourism Destinations.

SMART TOURISM SYSTEMS

The design and development of a Tourist Intelligence System for tourist destinations leads to the generation of accurate and updated information through a digital platform to **dynamically integrate, analyse and visualise multiple sources of information**. This will help to prepare updated reports with key indicators on the different stages of the tourist journey, including trends, market profiles and strategic products, as well as the destination's competitive positioning versus other destinations.

The solution includes:

- Design of the methodological and conceptual framework for the development of the STS.
- Identification of available sources of information of interest to the destination (traditional and Big Data).
- Incorporation of Big Data by negotiating with data providers and obtaining the best value for money based on the indicators necessary for the destination.
- Joint definition with the destination of the themes to be incorporated from Big Data sources: tourist mobility, online reputation of the tourist experience in the destination (attractions, hotels, gastronomy, etc.), connectivity and air capacity, flight reservations, among others.
- Design of the architecture and data modelling on which the system will be developed.
- Based on the destination's needs and characteristics, definition of the technological tools for the system (hardware and software).
- Development of the technological support platform and construction of the data model for the compilation, input, storage and integration of information.
- Construction of the ETL (Extract, Transform and Load) processes and processing of the databases of the identified sources.
- Design and production of dashboards for the analysis and visualisation of information for strategic decision-making at the destination.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

SPAIN URBAN TOURS

www.spain-walkingtours.com

Company dedicated to developing tourist route apps, providing content for other apps or defining different collaboration opportunities.

APPS FOR GUIDED TOURIST VISITS IN CITIES ACROSS SPAIN

Applications offering tourist routes across the main cities of Spain, including tourist routes using Google Maps, audio guides and places of interest such as museums or restaurants serving typical cuisine.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

SpaNet Business Consulting

SPANET BUSINESS CONSULTING

www.spanet.es

A tech company that provides solutions for smart cities, areas and ports, specialising in lighting, connectivity and energy efficiency.
Their vision is to expand to a global portfolio of technological solutions for leading companies.

TOURISM INTELLIGENCE SYSTEM FOR SMART TOURISM DESTINATIONS

Next-generation Smart City LED lighting

With good LED lighting and illumination as the starting point, SpaNET is introducing a new generation of LED lighting. These have been developed based on their vision for the future, so lighting will become even more of a smart centre. Thanks to modular construction and open architecture, their Smart City LED lights are prepared for future developments.

Smart Platform

By combining lighting and connectivity, the public lighting smart network can be controlled, monitored and managed remotely. The smart platform will automatically configure the street lighting network, after which each LED light will be immediately visible in the application (or via their back-office platform). Its brokerage layer can be fully linked with all other TALQ version 2.2.0 compliant CMS systems without the need for additional development. Existing or new LED lights from other manufacturers can be integrated into the network and the intelligent platform by using a NEMA wireless module or the MIRA lighting control module (LCM).

Smart Sensors

Its Smart City LED lights are modular (plug and play) and contain one of a series of sensors that allow for example the position, movement, ambient light and energy consumption to be measured. But it is possible to do much more. For example, Smart City LED lights can be enhanced with a humidity meter, motion sensor, sound sensor, particle sensor, Wi-Fi, small cells for 5G technology and much more. They don't involve lock-ins and are made according to the requirements of each specific location in a city or municipality, adapting to visitors' specific needs during their stays, and to needs relating to quality of life for local residents.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

tecnalia

MEMBER OF BASQUE RESEARCH
& TECHNOLOGY ALLIANCE

TECNALIA RESEARCH & INNOVATION

www.tecnalia.com

The largest applied research and technological development centre in Spain. They work with companies and institutions to improve competitiveness and people's quality of life, and to achieve sustainable growth. Their mission is to turn technological research into prosperity.

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TOURISM INTELLIGENCE PLATFORM - HODEIAN

HODEIAN is a tool for **understanding flows, visitor profiles and consumption habits based on data analysis**. Its objective is to be a decision-making aid for public/private tourism managers, tourism resources and any commercial establishment that may be related to tourism. To do this, HODEIAN analyses data from various sources:

1 **System for monitoring expenditure in commercial establishments in the territory.**
Aggregate and anonymised statistics of transactions made with cards and POS (dataphones) of a bank are provided. Customer consumption habits are analysed to improve their knowledge.

2 **System for tracking the movements of visitors (tourists and same-day visitors) through mobile operators.**
Anonymous, visitors' movements are captured through the territory through a mobile operator. It provides knowledge on behaviour patterns of the visitor in each of the areas that make up the territory. Specifically, you can quantify the number of same-day visitors to the area and where they stayed overnight (outside the area).

3 **People counting system via sensors.**
It makes it possible to know the movement and flow of people in a specific area over time. You can analyse the impact of the events held and identify situations and oversaturation that require some type of action.

4 **Official Statistics.**
Includes data from the monthly survey performed by Eustat amongst Recipient Tourist Establishments in the Basque Country.

5 **Other sources of the public administration.**
Including data from other Departments of the Administration that are of interest to Tourism.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS
- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

TELEFÓNICA

www.telefonicaempresas.es/grandes-empresas/sector/sector-servicios/turismo/

A telecommunications company based on a comprehensive range of services and on the quality of connectivity provided by the best fixed, mobile and broadband networks. It offers a different experience in line with the company's own values and the protection of customer interests.

ACCESSIBILITY FOR THE HARD OF HEARING

This solution is aligned with feature 47 "Universal accessibility" of the Smart Tourism Destination Platform.

According to the World Health Organization, there are 466 million deaf people in the world in addition to millions of young people who are at risk of becoming hard of hearing at an earlier age due to the misuse of headphones, damage caused at sporting events, nightclubs... as well as being at risk of going completely deaf earlier than they would have otherwise.

This is combined with the fact that a third of the population aged over 65 suffers from a crippling loss of hearing, generating a scenario in which it is estimated that in 2050 there will be more than 900 million people considered hard of hearing in the world.

Telefónica's hearing accessibility solution is a system that, **through devices installed in the building, is capable of recognising relevant sounds from the environment** (e.g. a fire alarm, a beep for a health service or a citizen service office, warnings of closing doors or services or personalised notifications) and translate them into visual and sensory alerts on any device, both common to the space (smart lighting that is installed in the building) and personal (mobile, smartwatch or smartband). For building workers, they usually recommend smart bracelets so that the notification arrives directly regardless of where they are in the building.

For workers in buildings, we usually recommend smart bracelets so that the notification reaches them directly no matter where they are in the building.

The system works locally, to fully guarantee that no audio can leave the building, nor be heard by anyone. Sounds rather than voices are recognised. Once the sound has been recognised, the system itself is responsible for eliminating it so that no one has access to it. It has the approval of the Spanish data protection agency (AEGPD) and is included in the GVA's Guide to success stories of ethical use of AI in the tourism sector.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility

TYPE OF DESTINATION

TYPE OF SOLUTION

Telefónica

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SMART LIGHTING

Lighting of represents between 40% and 70% of the electricity bill of councils. Many cities are already upgrading their lighting infrastructure with highly energy-efficient light-emitting diodes (LEDs) along with IoT device integration, enabling effective remote management of public lighting.

Smart connected lighting provides on average **more lighting hours**, but with **dimmed power, optimally adjusting** to the local need and the preferences of citizens. From a technological point of view, the digitalisation of lighting is based on three pillars:

1. Sensors and actuators.
2. Connectivity.
3. Data processing.

Telefónica's Smart Lighting solution **improves energy efficiency and generates savings** as it allows lights to be fully controlled. It provides greater efficiency and control, and improved city quality through the adaptation of facilities and the use that is made of them. In addition, these solutions **reduce CO_2** levels by reducing light pollution, energy consumption, and acting against possible unjustified deviations.

This system allows **lighting systems to be controlled and monitored**; lights can be turned on and off remotely, and light levels controlled. This not only **improves energy efficiency; it also optimises maintenance task and facilities management**, monitoring consumption and dealing with possible unjustified irregularities.

The communication technology used is NB-IoT due to the small size of the data packets sent, the high concentration of nodes installed in cities and the systems' low energy consumption.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Telefónica

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TOURIST APP

This solution is aligned with feature 11. "Proximity marketing manager" and 12. "Tourist App" of the Smart Tourism Destination Platform.

The proposed service consists of a smart signalling network as well as technological tools for interaction making it possible to improve the tourist experience.

The aim of the action is to develop a smart tourism signalling system based on a network of distributed Beacon-type devices and a mobile app to offer tourist information:

- Smart routes.
- Multimedia contents.
- Detailed information on tourist attractions.
- Relevant notices based on geolocation.
- Other advanced content based on gamification (for example, digital passport, digital treasure hunts, etc.).

The system will also make it possible to obtain information generated by the interaction of citizens and visitors with the system: routes taken by tourists, most visited beacons (points of interest), visiting hours, etc. This information, integrated into a tourism intelligence system, will facilitate the analysis, planning and management tasks of the city's tourism agents, experts and managers.

The key points of this solution and its contribution to the digitalisation of tourism include, but are not limited to:

- Improved perception of the tourist destination and appreciation as an innovative destination.
- Generation of new tourist products/experiences based on geolocated information.
- Improved efficiency in the management of the tourist destination (use of technical and human resources, tourist information, etc.) by using data and information generated by the system and integrating it into the smart tourism system.
- Generation of new technological products/developments based on geolocated information (mobility, accessibility, etc.).

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

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VIRTUAL CHATBOT ASSISTANT

This solution is aligned with feature 13. "Chatbot (text assistant)" and 14. "Virtual advisor (voice assistant)" of the Smart Tourism Destination Platform.

Virtual Assistants have become the ideal resource to provide citizens with an effective and completely autonomous omnichannel service in the form of ChatBots and/or VoiceBots. When applied correctly they offer citizens a permanently available channel of communication that provides citizens with public tourism services, thus achieving efficiencies in Citizen Service services, freeing them from monotonous and repetitive low-value tasks that can be easily resolved by a Virtual Assistant, allowing them to dedicate their time to high-value tasks, providing dedicated and specialist assistance.

In the tourism sector, examples of Virtual Assistants include, but are not limited to, as they are modular and customisable:

- Interactive tourist information.
- Planning of customised itineraries.
- Language and translation.
- Promotion of local events.
- Collection of comments and information.
- Booking and ticket management.
- Customisation of offers and discounts.
- Accessibility guide.
- Weather and transportation information.
- Customised food and drink recommendations.
- Information on local shops and crafts.

At Telefónica, we have extensive experience with both internal projects and customer-facing projects: we create Virtual Assistants understanding the needs of public services and those of citizens, focussing on the user experience, carefully choosing the technology and channels for their implementation. We work with any cognitive technology, channel of communication and integrate the Virtual Assistant with customer systems.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

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SMART BUOY

This solution is aligned with features 39. "Measurement of environmental parameters" and 46. "Challenges in beach management" of the Smart Tourism Destinations Platform.

Telefónica's smart buoy service consists of the supply and implementation of a solution to measure the quality and different parameters of bathing water by means of sensors arranged on marine buoys, with the aim of reducing problems derived from the massive anchoring of boats such as:

- Degradation of the surrounding coastline.
- Water contamination.
- Increased waste generation.

Also, smart buoys offer data to generate new information services for citizens and tourists, such as the quality of bathing water. The water quality control stations consist of several elements:

- An approved buoy to be placed in reservoirs with navigation areas.
- Probes to measure different water quality parameters.
- A concentrator capable of sending the information collected by the sensors to the provincial platform for the smart management of the council public services.
- Solar panels to power the device's battery.

These stations collect and send the information from the probes with desired frequency. The devices do not store a measurement history. The information is processed and stored from a platform.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

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AIR QUALITY

This solution is aligned with feature 39 "Measurement of environmental parameters" of the Smart Tourism Destination Platform.

Due to the increase in the population in cities, environmental, light or acoustic pollution tends to increase. Consequently, monitoring these parameters is increasingly common in order assess the quality of life in cities.

One parameter to which special consideration must be paid is air quality, as minimising air pollution is a priority in population hubs. As a consequence, it is necessary to develop new technological solutions that help mitigate this problem. Real-time monitoring of pollution data allows metropolitan areas to analyse the current traffic situation in the city and make decisions accordingly.

This solution makes it possible to detect polluting particles including but not limited to PM2.5 as well as measuring gases such as CO, CO_2, CO_3, NO, NO_2, H2S y SO_2. In addition, the collected data can be viewed on a visualisation platform that helps entities make decisions in real time about the state of cities, and implement better urban planning.
The solution's benefits are as follows:

- Effective compliance with regulations.
- Improved energy efficiency.
- Reduction in decision-making times when taking measures to preserve environmental quality.
- Generation of more accurate data on environmental quality in cities.Generación de datos más veraces sobre la calidad del ambiente de las ciudades.
- Increased transparency by making information available to citizens.

Finally, thanks to an analytical layer and the solution's predictive capabilities, it is to be able to predict the state of air quality based on data from the sensors.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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NOISE QUALITY

This solution is aligned with feature 39 "Measurement of environmental parameters" of the Smart Tourism Destination Platform.

Due to the increase in the population in cities, environmental, light or acoustic pollution tends to increase. Consequently, monitoring these parameters is increasingly common in order assess the quality of life in cities.

Thanks to IoT technology, it is possible to diagnose and manage noise from human activity in cities. The information collected by the noise monitoring sensors is sent to a visualisation and control platform, where it is possible to analyse all the information and generate alerts or alarms. Risk situations due to accumulation of noise pollution are detected in real time and entities have the ability to devise improvement activities and policies to meet the needs of citizens.

The solution's **benefits** are as follows:

- Monitor the change in noise.
- Assess the efficiency of the actions carried out.
- Have greater control of problem areas.
- Anticipate citizen demands.
- Assess compliance with the provisions of the Acoustic Capacity Map.
- Make information available to citizens.

The solution by Telefónica Tech is an independent, wireless sound sensor to measure noise levels in a city, whether resulting from nightlife or urban or motorway traffic.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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LOADING AND UNLOADING

This solution is aligned with features 29 "Mobility and transportation module" and 30 "Parking module" of the Smart Tourism Destinations Platform.

Telefónica has developed this service with the aim of **speeding up the occupancy of loading and unloading spaces** through prior booking, via a mobile app featuring two types of profile.

- **Driver**: to register parking areas and check available spaces in loading/unloading areas.
- **Visitors**: to quickly and efficiently check the vehicle parking status in loading/unloading areas.

Through this service, clients will be able to check the status of parking areas, occupancy statistics and platform settings.

The main benefits of implementing this solution are:

- **Reduction in undisciplined parking** in loading and unloading areas (-50%).
- **Increased rotation and free space availability** (+30%).

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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URBAN WATER CYCLE

The **digitisation of the urban water cycle** involves monitoring all stages of the water cycle through the sensorisation and automation of all the elements that form part of the ecosystem. Digitisation is structured around three pillars: generating operational efficiencies, reducing costs and improving revenues.

The proposal entails different solutions depending on the stage of the cycle:

- Sensorisation of the quality, quantity and pressure of the water captured and injected into the supply network.
- Digital Twin solutions that make it possible to analyse the theoretical situation of the infrastructure to help with decision-making and/or anticipate possible incidents.
- Consolidated operations centre for the remote supervision and control of resources that form part of the series of managed infrastructures, which may be dispersed at a geographic and organisational level.
- Remote meter reading with NB-IOT technology. Comprehensive solution that facilitates accurate billing and enables sustainable water management. Guarantees the metrological lifetime (>12 years) and reception of data at daily delivery rates of more than 97%.
- Customer portal for controlling consumption and reporting breakdowns.
- Leak detection: through remote reading and sectorisation, non-registered water caused by fraud or leaks is significantly reduced.
- Single interface providers a global overview of the functioning and operation of the sewage network, speeding up decision-making to optimise the functioning of the network.
- Remote monitoring and supervision of one or more wastewater treatment plants, regardless of location.
- Early warning systems to predict floods.

collaborating member
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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

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DIGITAL CONTENT

This solution is aligned with features 15 "Augmented reality and virtual reality" and 21 "Digitisation of museums and cultural/heritage spaces" of the Smart Tourism Destinations Platform.

Digital content is a mix of technological solutions that will allow the digital transformation of a space through content, and the creation of state-of-the-art experiences, and information.

The solution allows communication channels and immersive experiences to be created to issue the content organisations want to share on screens located in any space. This is an efficient, dynamic way to communicate with the target audience and provide up-to-date information in a centralised, quick and simple manner, while also enhancing the brand image and promoting products, services and information of interest.

Additionally, AR and VR experiences can be generated, where the user feels immersed in the experiences through virtual reality glasses, large-format screens, sound, etc.

To complete the project, Telefónica offers the full service, installing the hardware - whether touchscreens, video walls, LED screens, projectors, augmented reality or another option - as well as designing the digital content, offering a complete E2E solution.

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Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

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PEOPLE AND BICYCLE COUNTER

This solution is aligned with features 29 "Mobility and transportation module" and 51 "Flow measurement" of the Smart Tourism Destinations Platform.

This solution allows **the transit of bicycles and scooters to be monitored and segmented in real time**, as well as that of individuals passing through a certain location or route. This kind of solution consists of the following elements:

- Sensors/cameras: the main function is to detect a person or vehicle as it passes by. There is also the option to include sensors that detect magnetic fields, or a camera with video analytics.
- Repeaters: communication equipment that transmit the data from platform sensors.
- Hubs: these transmit the data from sensors to cloud-based servers via 3G/GPRS, Wi-Fi or Ethernet.
- Platform: this compiles and displays the data collected by the sensors, creating different dashboards and analysis KPIs to better interpret the collected data simply and visually.

The main benefits of this solution are:

- Identifying hot and cold zones.
- Assessing spaces based on transit.
- Identifying repeat visits.
- Adapting spaces to demand for use.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

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CAPACITY CONTROL

This solution is aligned with features 21 "Digitisation of museums and cultural/heritage spaces", 32 "Public safety module",46 "Challenges in beach management" and 48 "Impact measurement in events" of the Smart Tourism Destinations Platform.

The more we know about the visitors, their demographic profile, their visiting hours, their stay times, etc., the more we will be able to adapt the services to the tourist and build their loyalty. The solution offers measurement of the capacity in a certain location, and identification of the demographic profile of visitors.

Analytical video solution to reuse the installed security IP cameras or mount cameras in the accesses or areas to be measured. It complies with GDPR by not doing biometric analysis or data storage.

- Hourly count of people entering.
- Real-time capacity control.
- Occupation in space.
- Time spent in space.
- Entrance by gender (man-woman).
- Entrance by age range: (18-29) (30-39) (40-49) (50-59) 60+.
- Entrance by group analysis: only men, only women, couples, families.

The metrics are displayed on a dashboard for real-time viewing, and alerts can be generated by email when the set capacity is exceeded.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

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TOURISM DATA

This solution is aligned with features 29 "Mobility and transportation module", 42 "Methodology for measuring the economic impact of tourism at a local level", 48 "Impact measurement in events" and 62 "STS/Dataestur module destination" of the Smart Tourism Destination Platform.

By extracting and anonymising data from the Movistar mobile network and from other sources, such as Open Data or third-party sources, the solution gathers **profiles and patterns** of behaviour that help tourism entities to better understand their sector thanks to the differential value from this data.

This data provides greater knowledge of visitors, whether domestic or international, helping them to improve decision-making, the search for new sources of income, and to increase the operational efficiency of their businesses.

Benefits:

1 Understanding **Spanish and** foreign tourists' **behaviour patterns.**

2 Knowing the origin of tourists, their volume, the number of days of their stay or the trips they make anywhere in Spain.

3 Comparing this behaviour in different periods of time and at different geographical levels.

Applications:

1 Adapt and enhance the offer of services of holiday destinations to the needs of tourists.

2 Optimise marketing campaigns to increase uptake.

3 Complement the offerings with new services that adapt to the client's tastes and needs, helping to enhance the appeal for tourist of their locations.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Telefónica

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SATISFACTION SURVEYS

This solution is aligned with features 63 "Tourist survey module" and 64 "Online reputation module" of the Smart Tourism Destination Platform.

Digital satisfaction surveys provide real-time information on customer satisfaction, quickly and easily, obtaining data from respondents, recording the place where it has been carried out and generating reports with all the scores. The results can be filtered.

Also, the solution displays product information or promotional campaigns while no one interacts with the survey, and sends email alerts with negative comments to notify the person responsible for the opinion before the user leaves the establishment.

The service allows multiple multilingual surveys to be carried out both by establishment and by device, as well as by location, generating results individually and in total. You can customise the type of question:

- Of smileys, choosing the number of options.
- Set answers.
- Single or multiple selection.
- Free answer through text box.
- Conditioned response.

And, of course, display the survey on any media, e.g. the client's own website, on mobile phones within an application, by scanning a QR or on any device such as a tablet, touchscreen, etc.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

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FLEET MANAGEMENT

This is a solution and service platform for the management and control of a fleet of vehicles. It shows, in real time, the location, activity of the fleet or mobile assets, as well as information on possible engine failures or fuel consumption in real time. The main aims pursued by this type of solution are to improve traceability, increase efficiency, security, cost savings and improve processes by making information available in real time.

- **Activity control**: definition, optimisation and monitoring of routes, geolocation of vehicles in real time, position history, hours of service, unauthorised stops, points of interest and geofences, driver identification.
- **Cost optimisation**: fuel consumption, excess revolutions, idle time, engine data, diagnostics, maintenance reminders by period, engine usage time or mileage, etc.
- **Safety**: accident reconstruction, type of driving: braking, acceleration, turns, speed, seat belt use..., driving ranking, accident identification, integration with solutions such as panic button, etc.

Recently, more advanced features have been incorporated, in relation to additional devices and accessories, such as remote vehicle opening (digital key) or the inclusion of video telematics to improve driving safety, alerting the driver about dangers and distractions.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Telefónica

TELEFÓNICA

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WASTE MANAGEMENT

This solution is aligned with features 31 "Waste module" and 33 "Cleaning module" of the Smart Tourism Destinations Platform.

With the expected increase in the population in cities, improving the efficiency of waste collection is a key element in daily life.

Currently, waste management has a lot of room for improvement both from an economic point of view and from a citizen's point of view. This is due to different factors such as the fact that the containers fill up in an unpredictable way, which sometimes causes waste to appear on public roads and contaminate the environment.

Using IoT sensors, it is possible to know the filling status of waste containers, tanks and cisterns. Thanks to the data collected, collection routes are planned more efficiently, reducing collection costs and improving the quality of life of residents.

This solution monitors the data collected by sensors placed on waste containers, and you can set up alarms (data analysis about fill levels, temperatures, opening and closing, batteries, fire, spillages, displacement, etc.): The solution's **benefits** are as follows:

- Improved service operation: Optimal collection routes based on fill levels, optimising resources
- Reduction of environmental impact: container overflow detection and optimisation of collection frequency.
- Availability of operational information on the service
- Savings of 10–15% of collection costs
- Route optimisation: 3%-15%.
- Better containers and a constantly updated inventory: 3%-18%.
- Less time spent on planning routes and tasks: 5%-15%.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

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SHIFT MANAGER

A comprehensive solution that manages appointments and services in establishments, and provides full control over customer service.

The time slot appointment manager allows customers to **make an appointment for the services on offer via a website or mobile app.** This service can be used without the need for any additional hardware. The customer will arrive at the office with the appointment on their mobile device, and customer service agents will be able to manage it using a mobile device, laptop or desktop computer.

If clients wish, a ticket machine can be included, which can either interact with mobile devices and print appointment tickets, or function in a more traditional way, letting users choose options on the machine when they arrive and receive their ticket.

Time slot manager functions include full control over flows, working out wait times and service times, freezing time slots, sending customers to other customer service points, etc.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

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TOURIST INNOVATION HUB

Telefónica's Innovation Hub service provides the customer with a space with its own brand to help companies, entrepreneurs, university students and/or citizens in general by providing them with knowledge in the form of support services, accompaniment, training and mentoring for them to improve their capabilities and launch projects and/or products to facilitate their adaptation to this new digital world, fulfilling the objectives set by the person responsible for the Hub. Examples of this include:

- Promotion of job creation and entrepreneurship in the region.
- Training for local residents, eliminating the social gap.
- Talent retention and combatting depopulation.
- Creation of new products and services to be included in the portfolio of Large Companies.
- Development of innovative solutions to improve internal processes.

The service consists of a series of tools, processes and people made available to the customer (Public Administration or Large Private Client) to achieve the aims defined at the outset of the project and that, depending on the type of Hub and the Customer, will be structured around technology or entrepreneurship, although Telefónica's proposal encompasses both worlds.

Examples of its application to the tourism sector include:

- Travel technology.
- Tourist accommodation.
- Sustainable tourism.
- Improving the tourist experience.
- Gastronomy and culinary tourism.
- Tourism marketing.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Innovation
- Technology

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MARKETPLACE

This solution is aligned with feature 10 "Public services online sales module" of the Smart Tourism Destinations Platform.

Solution that offers the **technological tools** needed to confront the **strategic process of the digital transformation of a tourism business ecosystem**. Product aimed at **business ecosystem leaders** (associations, city councils, governments and large companies interested in supporting the digital transformation of the members of their community in this sector).

This transversal and unifying software **allows the user to reproduce a commercial ecosystem online that is a faithful reflection of reality**, maintaining the existing circumstances and different commercial strategies online.

To this end, the digital transformation project is designed with a view to providing businesses and their different groups (associations, markets, etc.) with optimal technology to confront their digital transformation process in an orderly and efficient way. The platform allows all businesses that want to do so to register, report on the group or groups to which they belong and embark upon a turnkey digitalisation project, as well as permitting the grouped online sale of their products.

The platform features **a technological integration hub** with different delivery and last-mile platforms that provide businesses with a single commercial channel with high added value and ultra-efficient delivery services. The platform was **designed and developed to incorporate new features** in the field of e-commerce, on account of both the design of its architecture and the technologies on which it is based.

This **SaaS solution can be scaled to multi-seller businesses and marketplaces**. Ability to publish unlimited products and services. Customisation of both the website and back office. This **turnkey product** comes with servers and included that is secure and 100% responsive. It boasts communication and SEO optimisation tools.

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DIGITAL TOURIST OFFICE

This solution is aligned with feature 21 "Digitisation of museums and cultural/heritage spaces" of the Smart Tourism Destinations Platform.

The tourist information office develops a new concept of digital tourist office, integrating various solutions from the catalogue to offer a 100% digital experience to tourists.

From the office's interior design to the display of informative and touch screens, surveys, immersive experiences, analytics systems, etc.

For the council, it means an improvement in the way of communicating with tourists, as well as information from tourist profiling and data that can be later exploited to generate new engagement campaigns.

For tourists, it is a digital way of connecting with the tourist destination.

Telefónica offers an end-to-end service, from conceptualisation to installation, deployment, maintenance, content generation, etc.

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VIRTUAL CITIZEN ASSISTANCE OFFICE (OVAC)

This solution is aligned with feature 65 "Citizen perception analysis module" of the Smart Tourism Destinations Platform.

The virtual tourist assistance office **allows the usual procedures of a tourist assistance office to be performed electronically** (booking an appointment, attaching documents, validating identity, signing documents, etc.), guaranteeing that the entire process is easy and secure as well as offering Blockchain traceability of all actions undertaken.

The aim of the Virtual Assistance Office is to facilitate remote procedures between tourists/citizens and the administration, offering **personal assistance via videoconference by a professional**, assisting the participant to complete the necessary formality satisfactorily. The process of performing a formality spans the entire procedure, from when the participant requests an appointment until after the video conference is held.

The Virtual Assistance Office helps organisations offer administrative procedures that citizens and tourists have to perform via their mobile phone and ensure that these are carried out in an easy, safe and legal manner. Through this service **it is possible to improve the organisation's relationship with citizens and tourists**, enhancing efficiency and proximity.

The implementation of the Virtual Assistance Office platform is achieved by applying new technologies such as **Cloud storage, Blockchain, Security, secure video channel**.

Furthermore, it helps to achieve the different sustainability objectives of the organisation:

- Reduction of travel.
- Reduction of the time it takes to perform administrative procedures, both by the organisation and by users and tourists.
- Reduction of CO2 emissions.

It helps to generate a closer, more efficient, more sustainable and transparent administration.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

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OVER THE TOP (OTT) VIDEO PLATFORM

This solution is aligned with feature 1 "Professional Portal: product, experience and promotion manager" and 10 "Online sales module for public services" of the Smart Tourism Destinations Platform.

Video is not only the best tool of communication, it is also the most efficient means of offering information and services to citizens.

The OTT is a "Netflix" style video platform that allows content to be played live and on demand, making it easily accessible by all citizens from any device, including Smart TVs.

The platform allows the user to upload, organise and play different videos that depict the entire tourist potential of an area, including its cultural wealth, environment, activities, leisure, parties, etc. It also has options that allow subscription or payment per view for the reproduction of cultural works. It can also be used to offer a better service to citizens for different purposes: explanation of administrative procedures, important communications and notifications, training, sports and mental health support, ticket sales, etc.

The platform includes a marketplace via which local businesses can sell their products, serving as a local virtual market with a built-in payment gateway. Using geolocation, specific promotions can be offered to visitors already in the tourist destination.

As a stand-out feature, the OTT video platform is interactive, meaning that it enables dialogue between the Administration and citizens in the form of surveys, contests, questions, access links, etc. These interactivity actions can be launched when playing the videos, allowing simple information to be provided and the citizen's opinion about the topic discussed to be obtained.

In conclusion, people have become accustomed to a new communication language that can be consumed from any device and anywhere. The OTT video platform makes it possible to establish dialogue with citizens and visitors in an easy, omnichannel and omnitemporal way.

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RESKILLING PLATFORM AND TRAINING ITINERARY

SaaS e-learning platforms where customers can manage and run training programmes to develop the skills of their own employees, or workers within the sector. In addition to the standard functions of any LMS (simple administration system, extensive catalogue of activities, tools for collaboration, document repository, extensive reports system, etc.), it features additional functions which aim to improve user experiences and the capabilities of clients' training environments:

- Training marketplace.
- Virtual learning space using VR technology.
- Chatbot to guide/help users.
- Secure exam for remote certifications.
- Skills evaluator.
- Virtual classrooms.

Telefónica's proposal includes both the platform and an extensive portfolio of training content focused on upskilling and reskilling, with a high impact on employability. Its catalogue is arranged by subject area: Specialist areas; Digital transformation content; Cross-cutting areas; and Sectoral areas.

The courses have been developed by prestigious institutions like universities, business schools and specialists in online training, who also deliver them.

All the courses in the catalogue can be offered on a standalone basis, to develop a specific skill, or as part of a set aimed at developing all the necessary skills to fulfil a specific job role.

Some themes that apply to the tourism sector are:

- Skills, marketing and e-commerce.
- Optimisation of hotel management.
- Technologies that support post-Covid sustainability in tourist accommodation.
- Techniques to win traveller loyalty: marketing and digital transformation.
- Logistics in the kitchen: procurement.
- Profitability analysis in hotel establishments.

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THINKING CITY PLATFORM

This solution is aligned with the Smart Tourism Destinations Platform.

Telefónica has developed a commercial service to offer its customers a **global platform as a central nucleus and integrator of all IoT systems or systems that capture data from multiple tourist destinations**, as well as Smart Cities, urban environments, provincial councils, regional governments, etc.

Telefónica's solution is based on the Thinking City Platform, which is itself based on the European standard for Smart City platforms: FIWARE. The Thinking City Platform presents an architecture based on layers, in line with the AENOR (Spanish Association for Standardization and Certification) **UNE178104:2017 standard**. These layers allow the platform's capabilities to be grouped logically to meet interoperability and integration requirements for apps and services. Telefónica's platform complies with the National Security Framework (medium level), meeting all the requirements for software (quality, security, updates, vulnerabilities and risk management, maintenance and operating capacity). Compliance with the ENS (National Security Framework) is conditional both on the infrastructure in place, and on the processes and protocols to access information implemented by each data centre.

The Thinking City Platform is a middleware tool that allows data from both IoT and non- IoT sources to be integrated. With this service, clients will be able to exploit information more effectively using executive dashboards and business intelligence, linking information from different sources via **Big Data and Open Data**. Some of the systems or verticals that can be integrated into the Thinking City Platform are the following:

- Sensorisation and efficiency: smart heritage, smart buoy, waste management, smart lighting, etc.
- Mobility: smart pedestrian crossings, capacity control, smart parking, etc.

Economy and entrepreneurship: digital tourist card, urban totems, etc.

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- Governance
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TOURIST INFORMATION POINT

This solution is aligned with feature 16 "Route and tour planner", 21. "Digitisation of museums and cultural/heritage spaces" and 63 "Tourist survey module in the destination" of the Smart Tourism Destination Platform.

The Totem/Tourist Information Point solution digitalises all the services and information of tourist offices, municipalities or councils.

The goal is to offer a better visitor experience and at the same time get to know the tourist in order to build their loyalty. That is why all interactions with the tourist are recorded and personalised.

In addition to using the screens to display the municipality's information, visitors can scan a QR code to view all the content on their mobile. This solution helps the **digitalisation** of public spaces and offers the following functionalities:

- Show the points of tourist interest in the area, shops, museums, restaurants, transport in a simple and visual way.
- Personalise the experience at the destination with customisable routes, according to the days and interests.
- Have an omnichannel solution that can be included in any media to interact with the tourist, on the mobile through QR or on your website.
- Real-time feedback: real-time reporting system: report through graphs, exportable in PDF and Excel.
- With the survey module, it provides a data collection channel for visual satisfaction surveys without the need to download any app.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

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SMART IRRIGATION

This solution is aligned with feature 41 "Green area management module" of the Smart Tourism Destinations Platform.

Currently, the green areas of many of the public parks and gardens have a drawback: the multitude of valves throughout the green areas of any municipality. These are managed unevenly, and it is very difficult to optimise water consumption since irrigation control is totally decentralised, which causes very high water consumption.

Telefónica's smart irrigation solution is a system based on irrigation controllers, both plug-in and battery-powered, fully autonomous and controlled by app with Bluetooth or web access. This control is carried out centrally through hubs deployed in the park or garden with m2m connectivity. It is possible to add environmental sensors (temperature, humidity, air, etc.).

The solution comes with a web visualisation platform to analyse the data, manage the users and the modules.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

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SMART SIGNAGE

This solution is aligned with features 29 "Mobility and transportation module" and 32 "Public safety module" of the Smart Tourism Destinations Platform.

Many accidents involved people being run over, because the zebra crossings can be poorly visible in the absence of daylight. This risk increases in adverse weather conditions such as rain or fog or when pedestrians are distracted. With this in mind, smart pedestrian crossings have been designed with a view to minimising collisions involving pedestrians on public roads.

Telefónica's solution consists of a smart system that definitively improves road safety, exponentially multiplying its efficacy through the reflective paint currently used, as **converts passive horizontal signage into active signage**.

A system of smart sensors detects, for example, pedestrians who are about to cross the zebra crossing; these sensors send a signal and the LED panels integrated into the asphalt automatically light up. These horizontal signaling LED panels are complemented by two vertical LED warning signs for vehicles that light up at the same time, thus achieving the desired visibility.

Some of the key aspects of this solution are:

- Increased pedestrian safety.
- Improved security for groups with less audiovisual capabilities.
- Implementation of safe school routes.
- Decrease in incidents involving minors who spontaneously run into pedestrian crossings.
- Incentive to walk in the urban environment instead of using motorised vehicles for their greater sense of security.

Smart signage can be applied to pedestrian crossings, pavements, roads and motorways, roundabouts, cycle lanes, and other roads.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

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SMART BEACH

This solution is aligned with feature 46 "Challenges in beach management" of the Smart Tourism Destinations Platform.

A solution to improve swimmers' experiences and manage beaches/bathing areas and related consumption more efficiently (waste, water, etc.). It also allows the monitoring of different beach parameters through a network of sensors.

This is a bespoke solution in line with clients' needs and can include, in each location:

- **A weather station** which measures different parameters like temperature, humidity, atmospheric pressure, precipitation intensity and total precipitation, UV levels and wind speed and direction.
- **Cameras for capacity control** that provide information about bathing areas occupancy levels in real time.
- **Flow meters to monitor water consumption** in showers or areas of interest to those managing the services.
- Volume sensors to check **fill levels of waste/recycling containers**.
- **A station for monitoring water quality**.
- **A digital bracelet to locate people**. This consists of supplying bracelets with QR codes, so parents or guardians can scan the code to enter the person's contact details, and who to call if someone should find them
- **Indoor and outdoor parking solutions** in cities that guide users to free spaces quickly and easily. This helps reduce congestion, makes the beach itself more attractive as it is quickly and easily accessible, and reduces pollution while increasing the satisfaction of drivers and of visitors to the beach.

All this information can be integrated into the Smart Tourism Destination platform with specific dashboards to view data in real time.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

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SMART BUILDING

Approximately 75% of the EU's real estate stock is energy inefficient. In addition, according to the WHO, we spend between 80 and 90% of our time inside buildings or closed spaces.

- The roll out of technology in Smart Buildings makes it possible **to equip buildings with systems for integrated and automated management and control**, enhancing efficiency, sustainability, safety and care for people.
- As part of this comprehensive proposal, **IoT devices connected to sensorise buildings** collect and share data, which is analysed for decisions to be made based on them.
- **Building Management System** (BMS) is the technological basis for the IoT management of smart building facilities, serving as the interface for the operation of the building and based on which programming, alarm management, events and incidents affecting the building's assets are supported.

Smart building solutions help companies make progress with their digitalisation, generating environmental benefits, verified by Aenor, for the decarbonisation of the economy.

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SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

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SMART PARKING

This solution is aligned with feature 30 "Parking module" of the Smart Tourism Destination Platform.

With the increase in city population, the need arises to rethink mobility as we know it and focus on sustainability.

For this reason, smart cities must work to improve traffic into cities, with the aim of combating pollution and the excessive use of cars and other vehicles.

One way to improve mobility is through smart parking solutions, which facilitate the search for parking in urban areas, improving traffic flow, supporting local trade and improving the satisfaction of residents and visitors.

Smart Parking is a solution for monitoring and management of both indoor and outdoor car parks. It guides users to free spaces, easily and simply. Thanks to this solution, traffic regulation is possible, limiting congestion in cities, reducing all pollution and associated noise and helping citizens to better plan their trips. With the information from the sensors, you can carry out mobility plans based on real data.

Smart cities may be able to use the data generated by parking sensors for information about the city. This data can be used to improve infrastructure, energy efficiency and city services. The benefits include:

- Reduces the time people spend looking for a parking space and the stress this entails
- Reduces the number of traffic accidents
- Helps citizens to better plan their trips
- Regulates traffic flows, reducing congestion in the city centre by up to 20%
- Reduces pollution and related noise
- Helps promote alternative forms of transport
- Improves quality of life and the city's image

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SMART HERITAGE

This solution is aligned with feature 21 "Digitisation of museums and cultural/heritage spaces" of the Smart Tourism Destinations Platform.

The management of Cultural Heritage, an extremely valuable asset and a catalyst for tourism and economic activity. The Smart Patrimonio technological solution aims to transform the current management model focused on the **corrective restoration of assets towards more efficient and sustainable preventive conservation**. A solution aimed at preserving both historical places and the assets they house: sculptures, paintings and furniture.

Smart Patrimonio is made up of a network of wireless sensors that record and transmit to a central server the values of environmental, structural and access-security parameters, all of which are decisive in the conservation of immovable historical heritage. The sensors monitor values such as temperature, humidity, light, vibrations, access, etc., and are analysed in real time and continuously by conservators. Through environmental and structural monitoring, the solution makes it possible to **analyse the behaviour of the property and anticipate decision-making about its conservation**.

The system's main advantages revolve around the ability to carry out preventive conservation of real estate. This makes it possible to **reduce costs, make investment in restoration profitable, improve the image** of the property or element, and **establish an environmental and** social commitment for the enjoyment of heritage.

It also includes **improvements related to energy efficiency and security** against looting or degradation, fires and floods.

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DIGITAL TOURIST CARD

This solution is aligned with feature 9 "Tourist card" of the Smart Tourism Destination Platform.

Telefónica has developed a commercial service to offer its customers a **digital tourist card**. The aim is to provide tourists with a centralised way to perform a range of actions or requests from their own smartphones, or with a single physical card. Its main objective is to provide a simple, attractive service for **tourism management and promotion in cities, grouping and facilitating access to services for visitors and tourists**.

The solution includes different factors to maximise and facilitate its distribution. The most common formats are app or card. Traceability is possible through the use of blockchain.

One of this service's key features is its **capability to adapt to or integrate with the systems customers already use**.

By using this solution, tourists are able to use their card (physical or virtual) for many purposes, for example as a:

- Public transport pass
- Form of identification
- Payment method, with discounts on all services for visitors
- Means of access to cultural services (libraries, museums, theatres and more).
- Means of access to sports services
- Way to promote local business.

Clients are therefore able to understand visitors better, and evaluate which services they are using in real time. They are able to personalise these services, and adapt them to tourist demand and preferences, increasing the city's ability to predict future trends.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

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WIFI

Having connectivity in a destination visited by high volumes of travellers each year is essential both for implementing the necessary management tools (computer systems, security, workplace services, capacity controls, etc.) and for their use by visitors, who require information about the services of the centre itself, guidance and even connection to the Internet.

What's more, the infrastructure can serve as a data collection tool or for interacting with users via the captive portal or via digital marketing tools aligned with the context of each visitor.

For these services to work properly and safely for users and workers, the WIFI infrastructure is the critical pillar around which they must be structured.

Telefónica has been in the business of connectivity for 100 years and local networks and WiFi form part of our traditional business areas: we manage more access points and more of our customers' networks than any other provider.

The scope of our products and services cover the supply, maintenance and management of LAN and WiFi, both in custom project mode and in industrialised services mode, with all financial options (rental, sale, renting, etc.).

We are the premium partner of the most renowned manufacturers on the market and we have staff certified by all of them.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

Telefónica

TELEFÓNICA

www.telefonicaempresas.es/grandes-empresas/sector/sector-servicios/turismo/

A telecommunications company based on a comprehensive range of services and on the quality of connectivity provided by the best fixed, mobile and broadband networks. It offers a different experience in line with the company's own values and the protection of customer interests.

LOW EMISSIONS ZONE

This solution is aligned with feature 29 "Mobility and transport module" of the Smart Tourism Destination Platform.

Technology can play a crucial role in the implementation and effective management of Low Emission Zones. A few of the technological solutions in this area include:

Metadata Generation Hardware: series of smart devices distributed across the city for the collection of groups of data related to a context (metadata).

- AI Cameras: reading registration plates, mobility/capacity, regulated parking.
- Park and ride.
- Air quality sensors.

Digitalisation: Management software and app for citizens: Computer apps designed to process metadata, perform actions and interaction with system users.

- Transport record.
- Request management.
- Detection of irregularities.
- Proposed sanctions.
- Integration of information with traffic panels/signs.

Monitoring, operation and communication services: control centre for operating and monitoring the functioning of all installed elements 24/7. Receipt and processing of data collected by the sensors and systems deployed in addition to the management of alerts and incidents.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology
- Sustainability

TYPE OF DESTINATION

TYPE OF SOLUTION

TIQUETEO SPAIN

www.clorian.com

Clorian is a young, innovative company made up of a group of experts in service consultancy (business processes), e-commerce, app development (ticketing) and information security.

CLORIAN

Clorian is a service company founded in 2013 and that has consolidated its position as a **ticket sales platform**, with more than 20 million tickets sold per year and more of 240 million euros in annual sales via the platform.

Clorian is a versatile and flexible technological platform that allows ticket sales to be effectively managed.

The solution has been implemented across different business segments: tourist monuments, cultural centres, exhibitions, leisure, shows, sports, transportation, etc. and operates in cities including Barcelona, Madrid, Málaga, Granada, Santander and Bilbao. Further afield, Clorian boasts a presence in France and Mexico and is in the process of international expansion.

The platform consists of different modules that use web technology and are located in the cloud, supported by AWS. Each module is a vertical solution designed to cover customer needs:

- Online sales
- Ticket windows
- B2B sales platform.
- Customer service and booking centre
- ATM - self-service terminal.
- Administration back office.
- Reporting
- Access control.
- API connection to third party systems.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

TMREXPERIENCE

http://blog.tmrexperience.com/

This company has over 20 years of experience in developing destinations' strategic planning projects, tourism sustainability plans, circular tourism, designing and developing tourism products and experiences, market intelligence systems and tourism governance models.

TOURISM CONSULTANCY SERVICES

The Tmrexperience team's main working areas are as follows:

Tourism strategy and planning

- Tourist destination sustainability plans.
- Strategic destination planning.
- Operational tourism development plans.
- Tourism development programmes.
- Circular tourism.

Tourism innovation

- Smart Tourism Destinations: Smart Tourism Destination Master Plan
- Tourism innovation agendas.
- Dramatised routes.
- Multimedia tourism.

Tourism product

- Design and development of innovative tourist experiences.
- Creation and revitalisation of tourist product Clubs.
- Product design and development: dramatised routes, shopping tourism, meeting tourism in rural destinations, wine/gastronomic tourism, literary routes.

Market intelligence

- Market studies and tourism demand.
- Economic impact of tourism on destinations.
- Creation and management of tourism observatories.

Tourist destination management

- Development of tourist destination management models.
- Management of tourism development plans.
- Implementation of tourism quality systems (SCTE and SICTED).

Practical training

- Ad-hoc training. Theoretical and practical courses, combined with technical assistance and tutoring, aimed at business people, entrepreneurs and destination managers.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Innovation

TYPE OF DESTINATION

TYPE OF SOLUTION

TDDS
TOURISM DATA DRIVEN SOLUTIONS

TOURISM DATA DRIVEN SOLUTIONS (TDDS)

www.tourismdds.com

Tourism Data Driven Solutions (TDDS) helps Public and Private agents to move forward with the digitalisation process required to achieve their competitiveness and sustainability goals (people, culture, the environment, economic).

collaborating member
Smart Tourism Destinations Network

SMART TOURISM DESTINATION SELF-DIAGNOSIS

Destination Self Evaluation is an **online, self-complete tool** developed by TDDS. Within a few days, it provides a very accurate image of the situation in the destination with regard to the five **Smart Tourism Destination** key areas: governance, sustainability (environmental, socio-cultural and economic), accessibility, innovation and technology.

This Self-Evaluation tool is based on UNE 178501 and UNE 178502 standards, as well as TDDS' experience in Smart Tourism Destination implementation over recent years.

Introducing this questionnaire to a destination, region or country allows them to understand and compare the status of the different destinations located within it, and plan public policies that will assist development.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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TOURISM DATA DRIVEN SOLUTIONS

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Tourism Data Driven Solutions (TDDS) helps Public and Private agents to move forward with the digitalisation process required to achieve their competitiveness and sustainability goals (people, culture, the environment, economic).

CLEVERUS

Cleverus is the first software that allows urban and rural destinations to create loyalty programmes.

This smart learning tourism platform can be used to recommend offers and enhance visitor and tourist loyalty. The platform also generates invaluable information about tourist and visitor behaviour in the destination.

The software uses blockchain technology and artificial intelligence, in 3 phases or implementation categories, from the most simple, which works with points created by the destination and the participating companies, to the most sophisticated, which facilitates the creation of an authentic local currency (cryptocurrency that can only be used in the destination).

It was developed in cooperation wwith the University of Salamanca (Air Institute) and received support from the RETOS programme of the Ministry of Science and Innovation.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

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TOURISM DATA DRIVEN SOLUTIONS

TOURISM DATA DRIVEN SOLUTIONS (TDDS)

www.tourismdds.com

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HI+CARD

hi+Card is a mobile app that enables users to upload their medical information (illnesses, treatments, allergies, etc.). It also allows the inclusion and management of all types of health certificates and records. The application serves as a true **Digital Health Passport**, covering a long-awaited need by travellers, giving them the peace of mind of carrying their medical data securely. In the event of an emergency anywhere in the world, hi+card **allows users to access their data to provide information to medical teams anywhere and at any time, even in a multi-language format if required**.

In addition, hi+Card has made a commitment to the United Nations Sustainable Development Goals. It will allocate part of its profits to the creation of a special fund to finance international vaccination campaigns, wherever necessary, and medical research.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

TDDS
TOURISM DATA DRIVEN SOLUTIONS

TOURISM DATA DRIVEN SOLUTIONS (TDDS)

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Tourism Data Driven Solutions (TDDS) helps Public and Private agents to move forward with the digitalisation process required to achieve their competitiveness and sustainability goals (people, culture, the environment, economic).

ONEPASS

Single Digital Multimodal Transport Ticket for use across Europe.

OnePass is a technology that uses **Blockchain and Artificial Intelligence** ("Distributed Registration and Deep Neuroevolution Learning technologies") that generates a "Single Digital Multimodal Ticket". This system generates a unique QR that allows all modes of transport that travellers need during their trip to be combined into one single ticket. It also features a route planning and recommendation tool.

Solution developed in collaboration with the University of Salamanca (BISITE) and with funds from the RETOS programme at the Ministry of Science and Innovation, which has now approved the final product.

The solution is in the process of receiving EU-wide recognition.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Innovation
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

tourist CONNECTIVITY

TOURIST CONNECTIVITY

www.touristconnectivity.com

Tourist Connectivity, S.L. is a software development company, specialised in tourism technology. They develop solutions for:

- Integrated platforms.
- E-commerce
- API connections
- Business intelligence
- Machine learning.
- Apps.

COMTUR

comTUR is a **tourism promotion and marketing platform** (km 0 products, local suppliers, information, responsibility, safety and sustainability), which has a market place, and artificial intelligence tools.

Reasons for its implementation:

- Complement to tour operators and OTAs.
- Brings promotion closer to booking.
- Provides greater local sovereignty.
- Lowers marketing costs.
- Increases the tourism offer (includes experiences that don't exist on the big platforms).

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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- Integrated platforms.
- E-commerce
- API connections
- Business intelligence
- Machine learning.
- Apps.

GESTUR

gesTUR is a tourist management app that is both modular and customisable. It is aimed first and foremost at **tourist information offices and destination management bodies**.

gesTUR is formed of the following modules:

- Module 1. Booking management and visitor capacity control, with possibilities of integrating a payment gateway.
- Module 2. Query and visitor management.
- Module 3. Management of shifts, time off, work schedules, attendance and holiday schedules.
- Module 4. Document manager - a multimedia repository.
- Module 5. Warehouse manager.
- Module 6. Corporate:

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

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- Integrated platforms.
- E-commerce
- API connections
- Business intelligence
- Machine learning.
- Apps.

THE GUARDIANS OF...

Conceptualisation of the project, creativity and technological development of a **native app for a tourist destination**.

The application can be multilanguage, and includes geolocation of points of interest and alternatives quickly and easily.

This **tool aims to bring the monumental, gastronomic, patrimonial and commercial resources to the public in an attractive, simple, dynamic and intuitive way, geared primarily towards the family tourism segment**, for leisure with the family discovering a city's cultural and tourist resources.

The approach consists of creating original and exclusive animated illustrations of universal, national and local characters, known to the general public, with a major link to the city. They are used to introduce the monumental, natural, gastronomic and commercial resources, as well as local traditions and legends, through voiceovers, animated videos, HD photographs and fun texts.

This digital solution is a simple and intuitive alternative to explore the city. And after the satisfactory completion of a series of tests, users can get the top prize: Guardian of..., a personalised, automatically generated diploma.

The solution is consistently good quality by using carefully designed illustrations and animations, and a rigorous selection of characters linked to the city, texts, images and the global usage concept from a mobile phone, with content downloaded to the terminal itself for access as many times as necessary.

This technological tool creates a special relationship between the city and the user, delivering content carefully adapted to the target audience's characteristics: children and their families, building loyalty subtly.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

LOOKISH SPAIN

TOURISTINNOVACION 360

www.lookishtg.com

Fledging company founded in 2018, expert in smart and audiovisual technological development applied to the tourism sector.

360 DEGREE VR AUDIOVISUALS AND AUDIOGUIDES

TOURISTINNOVATION360, S.L. creates all kinds of **audiovisuals to promote any destination:** 360º panoramas, virtual tours compatible with VR, 360º videos, all kinds of promotional videos, high-quality 2D photography, etc.

They specialise in drone flights, audio guides, video guides, sign language video guides, producing audio guides and texts, translating texts into different languages and more, as well as in IT, especially website and app design.

They also offer a one-of-a-kind experience in the form of their digital tourist viewpoints in GIGAPIXEL quality.

The audiovisual content can be included on websites, blogs, social media, digital posters, etc.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

LOOKISH SPAIN

TOURISTINNOVACION 360

www.lookishtg.com

Fledging company founded in 2018, expert in smart and audiovisual technological development applied to the tourism sector.

DEVELOPMENT OF TOURISM WEBSITES

Easy and intuitive tourism website management.

Specialising in the **development of customised websites** for tourist destinations, offering comprehensive and self-managed solutions. They understand that each destination has its own identity and appeal, with them focussing on the creation of websites that capture and reflect these unique characteristics.

This process begins with a detailed consultation to obtain an in-depth understanding of the specific needs of the tourist destination. From here, they design an attractive and easy-to-navigate interface that highlights the destination's unique features, such as its landscapes, culture and local attractions.

They assume responsibility for developing an intuitive content management system (CMS), allowing site administrators to update information, add new events, news and photographs easily and without the need for advanced technical skills. This is essential when it comes to keeping the website up to date and relevant to visitors and tourists.

They also handle the initial implementation of content, including descriptive text, high-quality images and interactive maps to ensure that the website is ready to attract visitors from the moment it is launched. They optimise each website for search engines (SEO) to improve their online presence.

They also offer training and technical support to ensure that the team in the tourist destination can effectively manage the website. The objective is to offer a dynamic tool that helps promote the destination, increasing its appeal and accessibility for potential tourists.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

LOOKISH SPAIN

TOURISTINNOVACION 360

www.lookishtg.com

Fledging company founded in 2018, expert in smart and audiovisual technological development applied to the tourism sector.

LOOKISH SPAIN 360° VIRTUAL REALITY TOURIST GUIDE WITH INTERACTIVE MAP

LOOKISH SPAIN is the world's first tourist guide to use 360° virtual reality, including interactive maps.

Programmed in line with UNE 178508 Tourist Destination applications (apps) model for mobile devices.

The app, which scarcely occupies 10 MB of disk space, is downloaded in under two minutes and provides all the necessary information on any destination and its tourism businesses.

It is available for any mobile platform, iOS or android. The tours included are compatible with virtual reality glasses.

The app enables the creation of efficient routes, selecting the points to visit and even links for booking and purchasing admission tickets from the tourism point or business. It also acts as a guide during the trip via Google Maps, and allows the user to comment on their experience and share it on any social network, messaging service or via email.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

LOOKISH SPAIN

TOURISTINNOVACION 360

www.lookishtg.com

Fledging company founded in 2018, expert in smart and audiovisual technological development applied to the tourism sector.

TOURIST BIG DATA CRM MODULE

Data management of all the platform's modules, generating Business Intelligence graphics to **facilitate decision-making by governing bodies**.

Big Data services have become an essential tool for tourist destinations and companies who are looking to obtain a competitive advantage in the market. These services allow tourist destinations and companies to gather, store and analyse large volumes of data from different sources, allowing them to make informed decisions and improve their operations.

Firstly, Big Data services help tourist destinations and companies gather data from different sources, such as social media, mobile apps, sensors and IoT devices. This provides them with a comprehensive view of their business and their customers, allowing them to improve their marketing and sales strategies.

Secondly, Big Data services allow tourist destinations and companies **to store and analyse large volumes of data**. This allows them to identify patterns and trends in the data, facilitating the decision-making process. For example, data can be used to identify the products or services that are most popular with their customers, allowing them to increase their supply of these products or services.

Third, Big Data services make it possible for tourist destinations and companies to automate their operations. For example, data can be used to automate decision making, helping them to reduce costs and increase efficiency.

Fourth, Big Data services help tourist destinations and companies to improve customer experience. For example, data can be used to adapt their supply of products and services to individual customers, allowing them to offer a more customised service and improve customer satisfaction.

Fifth, Big Data services make it possible for tourist destinations and companies to enhance the safety of their operations. For example, data can be used to identify and prevent potential threats, allowing them to protect their assets and ensure business continuity.

In conclusion, Big Data services are an essential tool for tourist destinations and companies who are looking to obtain a competitive advantage in the market. These services allow tourist destinations and companies to gather, store and analyse large volumes of data, allowing them to make informed decisions and improve their operations. Big Data services also allow them to automate their operations, improve the customer experience and improve the security of their operations.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

LOOKISH SPAIN

TOURISTINNOVACION 360

www.lookishtg.com

Fledging company founded in 2018, expert in smart and audiovisual technological development applied to the tourism sector.

LOOKISH SMART SIGNALLING MANAGEMENT PLATFORM (BEACONS, NFC CARDS AND QR CODES)

The smart signage management platform is a control panel, where tourism technicians find all the technological tools for tourism management in a single platform, for easier daily work, increased productivity and improved tourist experience.

Access to the platform is done with the same username and password used to access geolocated inventories. From there, users can control all the information of each of the tourist resources and smart tourism signs available at the destination (beacons, QR codes, NFC cards, etc.).

This is an "All in one" platform. It consists of three different modules that can be subscribed separately:

GIS information system for tourism resources. Users can create a database with all the tourist resources, signs, QR codes, smart signage, beacons, NFC cards, etc., completely geolocated and visible on a private Google map.

Smart signage system. Users can quickly and remotely change the links (URL) of beacons, geofences, NFC cards or QR codes from the office.

Once the smart signage is installed in the municipality by the Lookish team, from the control panel, users can quickly change the URLs if they want a QR code to show a different website; this can be done with any smart device, such as beacons.

Statistics package. Users can see instant details of the usage statistics for the website, app, totems, social media and even the most visited places thanks to smart signage such as beacons and geolocation.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

LOOKISH SPAIN

TOURISTINNOVACION 360

www.lookishtg.com

Fledging company founded in 2018, expert in smart and audiovisual technological development applied to the tourism sector.

"ALL IN ONE" VR360 IGIT PLATFORM - 24/7 TOURISM OFFICE

The "ALL IN ONE" IGIT VR360 PLATFORM uses the same username and password to control all the destination's tourist information. It is made up of several modules: website, VR360 App, Totem, Digital signage, Smart signage and Bigdata module. The company undertakes "TURNKEY" projects using high quality audiovisuals, including 360º virtual reality, gigapixel quality VR360º virtual viewpoint , drone shots, audio guides, official texts, translations and voiceovers.

The smart tourism management platform consists of a control panel that provides tourism experts with access to all tourism management technology tools on a single platform, facilitating their daily work, increasing their productivity and improving the tourist experience. This helps them to self-manage all a destination's official tourist information in a simple way, without the need for overly technical computer knowledge.

This GIS System has an inventoried and geolocated list of all the destination's tourist resources in the form of an internal interactive map (file containing all the data including a virtual tour to enhance visibility) as well as all signs and totems or screens.

Once the platform has been implemented, it will automatically collect data and process it using BigData techniques, generating Business Intelligence graphs to facilitate decision-making by governing bodies.

It comes equipped with third-party APIs to share data with other platforms.

The platform consists of several modules and these can be contracted separately depending on the needs of the destination or business.

Tourist website module.

LOOKISH SPAIN app module.

24-hour Totem Information Module and Digital Signage.

Smart Signage Module (beacons, NFC cards and dynamic QR Codes).

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

LOOKISH SPAIN

TOURISTINNOVACION 360

www.lookishtg.com

Fledging company founded in 2018, expert in smart and audiovisual technological development applied to the tourism sector.

LOOKISH INFORMATIVE TOUCH SCREEN LCD TOTEM DISPLAYS AND DIGITAL POSTERS

LOOKISH informative totem displays support their app for municipalities that don't have a tourist information office, or that even if they do would like to have several tourist information points available 24 hours a day, 365 days a year.

They are both indoor and outdoor devices with all the features of Windows: they have the full utility of a computer or smartphone on a giant digital touch screen, usually 43" or 55" with maximum resolution, **which is customisable to the tourist brand of each municipality or destination**. Screens come in different shapes and sizes, and are available as totem displays, wall-mounted screens, hanging screens, etc.

When there is no interaction with the totem display, it operates like a digital poster, and can also be programmed through the LOOKISH platform.

It features a trained chatbot that facilitates the real-time connection of agents, making it possible to make IP calls and view the user's screen, with the user's authorisation. It also features an interface to exchange documentation efficiently. All information is taken from each customer's website for reliable responses.

The menu can on the screen can be scanned using a QR code, allowing all the information to be viewed from any device, helping to limit the spread of Covid-19. This menu is customised for each destination.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

TRUEWORLD OBSERVATORY

TRUEWORLD

www.trueworldorganization.com

TrueWorld is the first blockchain platform to democratise the fight against climate change. It develops and provides solutions (TrueSolutions) adapted to each individual need, acting as an integrated technical-environmental services centre.

TRUESOLUTIONS

Netzero is a platform that offers destinations the following differentiating aspects: data verified in real time with blockchain, correlation between the indicators, biodiversity, supply, demand, socio-economic data, georeferences and the reuse, monitoring and integration of the physical (IOT) and digital sources of information.

A solution essentially composed of 6 key elements to generate 3 indicators:

- **Digital twin**: as a common work space based on the scientific method and representation of reality.
- **Monitoring**: sensors, lidar sensors, satellite, public fountains, networks.
- **Traceability**: the use of blockchain technology for the digital certification of processes and results.
- **Load capacity**: geospatial aspects, integrating scientific data, biodiversity, increase or decrease in biomass, level of well-being, congestion, mobility; and socio-economic aspects, supply, demand, employment, profitability.
- **Vulnerability index**: it shows the current and future impact of society, the destination and tourist activities due to climate change, demographic movements or natural disasters, among other key factors.
- **Adaptation indicator**: to new climate scenarios, to the implementation of new technologies, to policies and new sources of financing and therefore new markets or models.
- **Earthlink**: Carbon credit market for offsetting CO2 emissions.
- **Calculation of organisation and events'** carbon footprints.

The platform integrates the main usage guidelines and indicators related to the Smart Tourism Destinations project in order to provide a realistic deviation metric and obtain a constant overview of its effectiveness.

TrueSMART is the indispensable tool to efficiently manage the data collected in smart tourism destinations and to give traceability and visibility to the actions of Smart Cities and Smart Tourism Destinations.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

T-SYSTEMS ITC IBERIA

www.t-systems.com/es/es

T-Systems is one of Europe's leading digital service providers offering comprehensive and integrated solutions to speed up the digital transformation of companies in all private sectors and across the public sector.

AERO PLATFORM

AERO is a modular system designed in line with CTN 178 specifications and is structured around a layer model. Each layer exposes its services and each component is implemented as a separate service in its operation from the other components, thus allowing functional and technological isolation. This is performed with a view to providing the **capacities** needed by a smart management platform:

- Gather information about the territory, its citizens and companies.
- Provide a cross-cutting approach for existing and future systems.
- Analyse the information gathered.
- Facilitate the decision-making process by public managers.
- Facilitate the creation of an ecosystem of applications on the platform, to create added value for citizens.

To this end, different tools are used that make up its main **functions** by layers:

- Support layer: Tasked with supporting the other layers of the platform on a transversal basis.
- Acquisition layer: Gathers information from sensors and relevant systems, whose data will be integrated into the platform, to which end it will have various services.
- Knowledge layer: Enables the performance of functions associated with the Knowledge Layer or Tourism Intelligence Layer, making it possible to obtain value from the data stored having processed, managed and exploied the information generated.
- Interoperability layer: Facilitates the exposure and sharing of platform data with different elements of the Smart Services layer.
- Smart Services Layer: Place where the different services provided by the platform to public managers, citizens, tourists and companies are based.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

T-SYSTEMS ITC IBERIA

www.t-systems.com/es/es

T-Systems is one of Europe's leading digital service providers offering comprehensive and integrated solutions to speed up the digital transformation of companies in all private sectors and across the public sector.

SYRAH - ESG MANAGEMENT SOLUTION

With a view to speeding up the commitment to the core ESG pillars, this solution allows both public and private organisations to manage sustainability. This integrative tool goes beyond simple monitoring; it is a unified interface that covers every aspect of ESG, providing for the comprehensive and effective management of the impact of any organisation's activities.

- In terms of the **environment**, the solution for the automatic measurement of environmental impact is worth particular mention, including the calculation of the carbon footprint. It calculates the carbon footprint in an accurate and traceable manner, allowing destinations to determine their impact, as well as compare themselves with similar organisations and develop mitigation plans. This keeps organisations at the forefront of sustainability, meeting the most demanding standards and actively contributing to environmental conservation.
- Concerning **society**, it provides a social network specialising in the management of social initiatives organised by the public sector. It connects with the community, promotes social projects and strengthens social commitment effectively. Active participation in social responsibility not only improves the image of the organisation but also creates a positive impact on society as a whole.
- In relation to **governance**, it offers a single and organised overview of all the institution's ESG information. Ranging from the Sustainable Development Goals (SDG) of the 2030 Agenda to measurement frameworks such as the Spanish Urban Agenda, Municipal Action Plans and ESRS and GRI standards. Syrah Suite perfectly aligns plans and strategies. It guarantees robust and transparent reporting and governance, increasing trust both internally and externally.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability

TYPE OF DESTINATION

TYPE OF SOLUTION

TURISMO VIVENCIAL

www.turismovivencial.com

Specialising in supply management, product creation, digitalisation and marketing of destinations applying its own methodology and technology, to date it has been implemented in more than 50 destinations. In addition to offering destinations advice with their Tourist Sustainability Plans in Destinations.

HUB | TOURIST EXPERIENCES

Its mission is to promote the sustainability of destinations and emphasise the role of the local host. Its processes are implemented in six steps:

1 Identification of what makes the destination special in collaboration with public and private agents, creating a story that is specific to the local area.

2 Training all stakeholders in the region (public and private) on traveller trends, similar tourist models and implementing the “host” concept.

3 Co-creating tourism products, actively involving tour operators in the area with the aim of giving local tourism a reinvigorating economic boost.

4 Organising, promoting and sharing both the current and the newly created tourism offer through a specific action plan.

5 Digitally transforming the whole value chain, especially complementary products.

6 Marketing through multiple sales channels, both those within its business group and through third-party agreements. including connectivity to GDS via own API and distribution through OTAs

The model proposes regional tourism planning based on strategic plans. The digitalisation process is key, and is achieved through own technology and customised mentoring with each operator. Processes are simplified by implementing a GDS that, using its own API, gives access to OTAs. The operator simply has to specify availability of dates and quotas. Its booking team works the sales back office to provide service to travellers, operating as the destination's central reservations department. The solution includes mobile technology with secure payment service.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

TURS

TURS TAKE YOUR SELFIE

www.turs.photo

Innovative Spanish company that owns the Selfie Support patent, with exclusive rights for the manufacture, sale and installation of any media, regardless of design, for the purpose of placing a mobile device to take tourist photos and selfies.

TURS SELFIE

Patented system for the creation of selfie routes for tourists and visitors. The company manufactures selfie stands with different materials (316 stainless steel, wood and methacrylate with or without LED light) where visitors can place their mobile device to take a selfie with the background chosen by the entity (municipality, corporation, etc.).

They provide their stands with the following accessories:

Information plates: Made of steel, methacrylate or thermographic printing, its stands can communicate everything they need.

Web app of the selfie route accessible by scanning the TURS QR code on the stands. Users:

Access the selfie route web app of each municipality to:

- Discover the new activity or tourist experience.
- Become followers of the client's social media profiles.
- Consult the website of tourism, local commerce and restaurants and the local agenda.
- Access the geolocated selfie route marked by tracks and featuring photographs, audio guides and multilanguage texts about the most outstanding points of tourist interest in each municipality or destination.

By accessing the Big Data TURS platform, the client will be able to find out the nationality of users, the number of visits to each selfie point, the date of the visit, etc.

Services are also offered in relation to the creation of: audio guides, promotional videos and gamification.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

UMILES

UMILES ENTERTAINMENT

www.umilesgroup.com

Drone choreography redefines the concept of fireworks, expanding the possibilities almost infinitely. Our choreography drones come with highly advanced positioning and communications systems and are equipped with powerful RGB LED lights to recreate incredible shapes, effects and transformations bursting of light, dynamism and colour, converting almost everything you can imagine into a reality to the rhythm of the music.

A light show featuring aerial drones is ideal for promoting tourist destinations by activating and positioning the destination brand using truly novel and innovative visual effects.

DRONE LIGHT SHOW

Offering customers a one-of-a-kind and unparalleled experience. **Drone choreography redefines the concept of a nighttime street shows**.

Drones, equipped with powerful RGB LED systems, can form incredible shapes, effects and transformations bursting of light, dynamism and colour, converting practically everything that you can imagine into a reality.

Advantages of Drone Shows include:

- **No explosions**: Respectful of persons and animals that are sensitive to noise or explosions.
- **Sustainable**: They leave no waste and do not generate CO2 emissions. Respect the environment.
- **Customisable**: Totally exclusive projects for the customer. Reusable designs.
- **Safety**: Full control over animation and redundant security system.
- **Innovative**: Drone shows are a new concept, current and generate expectation.
- **Impact**: The impact on the media and social media is guaranteed.
- **Economic impact**: Attracts tourists and enhances commercial activity in the area.

Communicates your values, what makes you unique. Celebrates festivities in style with a show that tells your story. We create one-of-a-kind and exclusive shows, made especially for your event.

We have our own aerodrome, where the customer can watch the show live to confirm their approval **or suggest changes.** At the aerodrome, in addition to being able to enjoy the show in advance before the event, you can make videos or take photos for the purposes of communication, branding and advertising campaigns.

Between 120 and 300 drones (maximum allowed by law) to perform any type of custom choreography. We also have thematic content to suggest how to orient shows: Party Night, Christmas, Nature and Life, Science and Technology, The Wonders of the World and Fantasy.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

unBlock
LA CARA SMART DE LA CIUDAD

UNBLOCK

www.unblockthecity.com

The first SuperApp and Smart Tourism Destination platform that connects the city, spaces, businesses and people.

With the technological support of Telefónica Tech and its Web3 technology, it allows users to create tokens and NFTs that return to tourists and citizens part of the value they generate for the city.

UNBLOCK: THE SMART SIDE OF THE CITY

Smart Tourism destination platform. A single app for the whole city. Versatile, simple and safe for residents and tourists. Users will enjoy a personalised tourist experience in any space, time and place. Tourists will be able to buy, pay, reserve and access any product, event and service at the destination.

By having the entire city collaborating on the same Smart Tourism Destination platform, .unBlock allows you to integrate and digitise the user experience of all services in the city. This includes mobility, payments, electronic headquarters, events management and more. It offers tourists a unique tool to enjoy a better personalised experience at the destination.

Smart QR codes on any device and in any location. Through unBlock smart QR codes, each tourist has a different, personalised experience. Venues and businesses decide which content they wish to show to each type of profile.

The app is able to distinguish who is scanning it in order to offer them content in line with their interests. In other words, two people will receive different information from the same QR code.

Qualified data platform. The integration of different data sources and the steady collection of data via the constant use of the SuperApp by tourists in the city results in highly qualified data that covers interactions, use of services, the target audience's interests and information about tourist flows.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

urbegi

URBEGI SOCIAL IMPACT

www.urbegi.com

Urbegi Social Impact is dedicated to the development of ecosystems and communities that have a positive impact on the cultural, social and economic development of organisations and local areas. This consultancy firm specialises in helping corporations find and integrate disruptive solutions to improve their competitiveness and influence.

COMMUNICATION AND INVIGORATION OF TOURIST COMMUNITIES

Dedicated to the revitalization and activation of tourist communities applying innovative collaboration methodologies.

Aware that community collaboration and connections between people are the keys when it comes to solving the complex challenges facing society, Urbegi Social Impact **activates ecosystems through the power of communication and revitalisation** that makes it possible to confront current challenges together.

Improving relationships between stakeholders by activating connections.

- **Visibility**: Strategy and consultancy for outwardly enhancing strength and inwardly improving the density of relationships.
- **Interaction**: Promoting connections and interaction between network members, using digital platforms as a support and basis for the exchange of knowledge.
- **Partnership**: Promoting collaborative innovation projects to harness the potential of the tourism network.
- **Impact**: Promoting the achievement of the network's objectives transversally in its actions, at the same time as contributing to the SDGs.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

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CONSULTING FOR THE DEVELOPMENT OF SMART TOURISM ECOSYSTEMS

Urbegi Social Impact aims **to improve the competitiveness and influence of organisations** through disruptive solutions, **promoting ecosystems and communities** with a positive impact on the **cultural, social and economic development of organisations and local areas**.

It provides **customised services** ranging from the strategic base to the activation, implementation and consolidation **of communities**, focussing on the **development of collaborations between agents and stakeholders** to promote valuable partnerships.

Strategic analysis:

Positioning, current model and stakeholders in the local area:

- Collection and analysis of data to identify areas of improvement and the establishment of objectives, allowing us to work on the governance model.
- Analysis, mapping and needs of stakeholders.
- Strategic opportunity for positioning and visibility in the local area.

Smart Tourism Destination Planning:

Action plan in relation to sustainability, technology, governance, innovation and accessibility for destinations and associations nationwide.

Development of an annual plan:

Management, projects and specific actions as regards the dynamics, tools and channels to be used.

Promotion and revitalszation of the tourism ecosystem:

Definition of challenges, communication keys and indicators for the development of the tourism ecosystem.

The plans developed are in line with the following guiding principles:

- Comprehensive perspective in line with the cross-cutting nature of tourism.
- Innovative, competitive and collaborative positioning.
- Participation, cooperation and commitment.
- Sustained continuous development.
- Effective use of technology (collaborative, communication and digital invigoration tools).

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance

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VIRTUAL SPACES FOR COLLABORATION AND CONNECTION TO PROMOTE TOURIST COMPETITIVENESS

Digital platform that facilitates structured and bidirectional connection, maximising connections and relationships between the sponsor and the network.

Facilitates ecosystem development technology for the implementation of a digital platform to enable collaborative, remote and coordinated work across the entire network of agents involved in tourism ecosystems.

As well as the configuration of different work spaces to encourage the coordination and implementation of the challenges and actions defined.

Solution structured around 6 key pillars:

- Technological infrastructures: Platform in SaaS mode with agile implementation and customisation.
- Development, implementation and ad-hoc design capacities.
- Promotion of local development: Projects that have a positive economic impact on organisations and local areas.
- Innovation: continuous innovation laboratory for community improvement
- Connection networks: promotion of innovative/ differentiating projects between agents.
- Platform communication: dissemination and coordination of ad-hoc actions and dynamics.
- Invigoration of the community: Encouraging interaction and participation amongst members.
- Metrics and indicators: dashboard for consulting the status of the digital platform's progress.

Features of the Collaborative Tourism Platform: request a DEMO via the website.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

URBIM

www.urbim.io

URBIM covers the development and marketing of a digital platform for the management of different kinds of digital twin (cities, industrial plants, hotels, buildings and more).

URBIM

URBIM is a SaaS platform (software as a service) that integrates **tridimensional models (BIM) with data for optimised management and decision making, turning them into digital twins**.

Urbim is structured around 4 fundamental pillars:

- **Integrative**: Facilitates the centralisation of all information from other software and platforms, databases and data models such as GIS and point clouds. This centralisation will enhance the value of data and decisions made.
- **Cloud**: This web platform enhances agility and security in the consumption of information.
- **Scalable**: Usability and information can be added as it is needed.
- **Accessible**: Information can be consumed by all types of user, in such a way that the manager and the tourist share the environment, but not the way in which it is displayed. The use of a 3D viewer will facilitate their consumption and understanding.

Using existing data and consolidating it in a single environment helps optimise processes and streamline actions, achieving data sustainability.

At present, Urbim has fully functional usage verticals for sensor management, maintenance, inventory and tourism.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

URBIOTICA

www.urbiotica.com

Urbiotica designs and develops next-generation wireless sensor systems. The projects implemented in more than 45 countries position it as one of the leading technological companies in the development of smart solutions based on sensor systems.

FASTPRK: MANAGEMENT OF PARKING SPACES AND AREAS RESERVED FOR LOADING AND UNLOADING OPERATIONS

Improves urban logistics by guiding delivery drivers directly to **free spaces in loading and unloading bays** and performing controls based on alerts to avoid misuse of these areas.

- Reduces violations thanks to user identification and control.
- Controls maximum authorised time and encourages rotations.
- Reduces control costs by displaying alerts in real time.
- Guides authorised users directly to free spaces.
- Reduces the number of vehicles that are double parked.
- Reduces traffic and the pollution it generates. Improves general well-being in the city.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

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PARKCTRL: MANAGEMENT OF TIME FOR FREE PARKING ON PUBLIC ROADS

Optimises the control of free limited-time parking bays and compliance with established regulations. Alerts service managers or local police when sessions exceed the maximum threshold.

Benefits:

- Increases the availability of parking spaces.
- Improves urban mobility and makes the city a more pleasant place to be.
- Stimulates local commerce given the ease of access.
- Increases citizen satisfaction.
- Provides a fair and educational parking policy for citizens.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

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FASTPRK: GUIDED PARKING SYSTEM FOR PARK & RIDE CAR PARKS

Encourages the use of park and ride services by offering a positive user experience in the form of real-time information on availability and guiding vehicles directly to free spaces.

Benefits:

- Encourages the use of park and ride services.
- Reduces the circulation of vehicles in the city centre and the pollution they generate.
- Satisfied local residents.
- Reduces the amount of time spent searching for a free parking space.
- Stimulates local commerce by facilitating access to the centre.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

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FASTPRK: GUIDED PARKING SYSTEM FOR TOURIST BUSES

Speeds up the parking of buses in tourist areas and reduces congestion. Improves the experience of drivers and visitors.

Benefits:

- Guides authorised users directly to free spaces.
- Reduces the time it takes for buses to park and the chaos this generates.
- Reduces unnecessary traffic.
- Reduces the pollution generated.
- Improves the satisfaction and well-being of drivers and visitors as well as local residents.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

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FASTPRK: OUTDOOR URBAN PARKING GUIDING SYSTEM

Guided parking in cities is key to reducing traffic and congestion that generates high levels of carbon emissions.

This solution reduces the time spent searching for outdoor parking in urban areas and the resulting congestion caused by guiding drivers to free parking spaces. Parking spaces on public roads are equipped with wireless sensors or car parks are equipped with detection cameras using artificial intelligence to detect the presence or passage of vehicles in real time.

Benefits:

- Optimises the use of car parks providing information about their location, regulations and availability.
- The drivers are guided via the information panels of apps towards the areas with available spaces, thus avoiding traffic while searching for a free space.
- Users can park more easily, reducing stress and increasing their satisfaction.
- The correct use of spaces and information on the availability of spaces speeds up mobility in urban hubs, reducing congestion and emissions.
- Stimulates local commerce given the ease of access.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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PARKCTRL: MANAGEMENT OF PARKING SPACES RESERVED FOR CHARGING ELECTRIC VEHICLES

Improves the **control of spaces reserved for charging electric vehicles** and ensures availability for users who need to charge their vehicle. Reduces violations thanks to user identification and control.

- Ensures compliance with regulations in the form of user declarations.
- Frees up fraudulently used spaces and offers more options to those in need.
- Reduces control costs in the form of automatic alerts.
- Optimises the use of spaces.
- Guides authorised users directly to available spaces.
- Improves the experience of electric vehicle users.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

Sustainability
• Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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PARKCTRL: MANAGEMENT OF PARKING SPACES RESERVED FOR PEOPLE WITH REDUCED MOBILITY

Improves mobility and the experience of authorised PRM users guiding them to available parking spaces. Avoids the fraudulent use of spaces thanks to efficient control based on alerts.

Benefits of the solution:

- Optimises control equipment in the form of automatic alerts of usage violations.
- Reduces control-associated costs.
- Increases the availability of parking spaces.
- Guides authorised PRM users directly to free spaces.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility
- Sustainability
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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PARKCTRL: MONITORING OF REGULATED PARKING ON PUBLIC ROADS. PAYMENT ON A SPACE BY SPACE BASIS

In most cases, control of paid parking is carried out on street to street basis, and without any prior knowledge of infringements that have been committed.

The ParkCtrl solution permits real-time remote alerts to be sent of any violation that occurs, either for non-payment or for exceeding the parking time. This improves the efficiency of tasks performed by parking attendants as they can be directed straight to the vehicles in which an infraction has occurred.

Benefits:

- Optimises control costs by creating alerts in real time.
- Dramatically reduces parking fraud.
- Increases vehicle turnover.
- Urban mobility improves as more spaces are available.
- Reduces the time spent searching for a space.
- Satisfaction amongst local residents is improved as more free spaces are available.
- Stimulates local commerce given the ease of access.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

vector001.com

VECTOR 001

www.vector001.es

Experts in audiovisual technologies for the production of digital content for museums, cultural tourism and scientific dissemination through technologies such as augmented reality, 3D video mapping, virtual reality, 3D animation, multi-touch interaction and digital holography.

TOUCHFREE INTERACTIVITY

All systems and touch screens are adapted to interactive systems that do not need to be touched. This technology allows users to interact with any type of screen or surface just by moving their hand in the air.

Advantages:

- Easy to integrate, implement and use.
- Runs invisibly on existing user interfaces.
- Adds contactless interaction.
- Familiar interactions, similar to a touch screen.

How users can interact:

- Users' hands are detected and shown as a cursor on the screen.
- Users can select elements without touching the screen with a simple “air push” movement, similar to touching a screen, but in the air.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

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SENSITIVESPACE

A tool that can turn **any space into an interactive space**.
It allows precise management of which events to launch and which elements to interact with. It permits users to communicate with lights, projectors and other computers and generate spaces and sound or video elements simply by approaching them. Its accuracy allows users to control where in the space, or at what distance, different events from a presentation are triggered.

It is ideal for meeting rooms and events at which users innovatively manage presentation times.

Sensitivespace allows users to set up a room in less than five minutes, and manage content remotely from VideoEnPlay, its Digital Signage app.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

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VIDEOENPLAY

A dynamic **Digital Signage** management system that provides **total control over the advertising content or internal communication**. It allows the streaming of **videos, images, HTML and live video** to all types of devices: screens, video-mapping projections, totem displays, touch screen panels or custom games.

Each screen is managed individually with the ability to broadcast media at each point of sale. Content management and updating is performed remotely and allows the information sent to each device to be segmented, also controlling the switching on and off of the devices.

The **advantages** of VideoEnPlay include:

- Exclusive audiovisual channel for the network of stores or communication points.
- Centralised control of the entire channel with a single control point for all content, promotions, language, establishments, etc.
- Diversity of formats and sizes of screens and devices. From 7" tablets to large projections and installations of all kinds (video mapping, holograms, display cases, interactive tables and floors, etc.)
- Content hierarchy according to its location by country, region, province, city, establishment. Three levels of content management: device > zone > general.
- Secure information management systems. All content is downloaded to devices, so even without an internet connection, they have content to play
- Possibility to live stream events through all screens.
- Geolocated content for mobile screen systems or installations.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

VISITAS VIRTUALES

www.visitasvirtuales.com

Specialists in virtual visits and tours since 2001. Digitalisation by land, sea and air. Promotion of businesses, events and tourist destinations using 360-degree video, 3D reconstructions and recreations, photogrammetry, virtual and augmented reality.

VIRTUAL TWIN

Boasting more than 20 years of experience, Virtual Visits proposes a way of revolutionising the technology and tourism sector. In the form of a customised and hyper-realistic experience, the user can navigate the space, learning all kinds of data about the city. This serves as a tool for digitising culture and 3D recreations for promoting and disseminating the heritage value of cities.

It also uses an avatar that has been created with metahuman linked to ChatGPT, as part of which the user interacts in real time instead of obtaining pre-recorded responses, working with artificial intelligence to provide answers to the customer's needs, providing information about the city 24 hours a day and in different languages. Exploring a city by taking a stroll through its streets provides a more immersive experience, allowing visitors to experience it as if they were really there.

This scenario allows real solutions to be created in the form of the simulation and analysis of the data provided by the tourist's virtual visit. Serving as a space in which events, popular traditions and indigenous production processes can be explored. Compliant with the SDGs, it generates a form of tourism that is accessible to all types of users, with no economic or mobility barriers as well as promoting a sustainable form of tourism. It promotes public-private collaboration and brings digitalisation closer to museums, food and drinks companies, stores, leisure venues, hotels in addition to others to offer their products and services virtually and then allow users to obtain them in the real world. In the twin, the user can choose between different routes depending on their interests, allowing them to create personalised routes. Uses the twin to promote local culture, enjoying the experience before, during and after the trip. The user is accompanied by guide avatars and historical figures in the form of NPCs (Non Playable Characters).

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

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VIRTUAL TREASURE HUNT

A virtual treasure hunt pursues an immersive and interactive form of tourism, with the tourist obtaining information while being entertained. Visitas Virtuales offers a gamified experience for the whole family, showcasing local art and culture and getting citizens involved in learning about them through a series of quiz-style challenges.

Using 360º photography and video, tourists can view the site as if they were physically there. The audiovisual content provided on the proposed route as part of the treasure hunt is more playful and guarantees that the tourist stops off at all the points of tourist interest, bringing spaces closer and making cities more accessible. The platform can be used by schools and institutes as an alternative to conventional teaching methods. It serves as a solution for bringing culture and places closer to people with reduced mobility, simulating a real visit that can be accessed from any device (Smartphone, PC, SmartTV).

It contributes to more environmentally responsible tourism, features environmental awareness workshops, promotes the wealth of the surrounding area, shows the process for making local products and promotes businesses in the area. This treasure hunt serves as an interactive guide, featuring text and audio in several languages for everybody to enjoy the experience without any type of geographical barriers or time limitations. The solution aims to boost commerce and restaurants. This type of experience can include a human virtual guide or an avatar to accompany users during their visit, enriching it with the use of virtual and augmented reality to encourage interaction (for example, visiting a museum and being able to see a 3D model of one of the objects using the camera on their mobile phone thanks to augmented reality).

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

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VIRTUALISATION OF HERITAGE

The objective of Visitas Virtuales is the conservation and promotion of cultural and historical heritage. It places value on the importance that lies in monuments and objects to highlight what history and culture have to offer. The platform provides users with a unique experience **in the form of high-quality 3D reconstructions** that resurrect demolished buildings, allowing the user to compare the current works with its past splendor as well as a representation of what its activity was like.

Features 360º land and aerial videos and photographs to offer a comprehensive and immersive view of local sites and virtual visits at tourist attractions. This is not only limited to virtualising material and intangible heritage; it strives to bring culture to life by reconstructing objects and works of art displayed in museums.

The solution is housed on a web server that facilitates the user experience and acts as a valuable data repository. This data includes visitors' opinions on places, as well as citizens' proposals for improving infrastructure, user preferences in terms of most visited sites and areas that generate the most public interest. It can also serve as a tool for classifying heritage into different categories. The platform goes beyond mere virtual recreation; it is an innovative tool that merges cutting-edge technologies with young talent to generate disruptive audiovisual content. This approach not only boosts tourism, but also serves as a collaborative platform for providing valuable information to local administrations.

It serves as a vehicle for providing accessibility solutions to spaces that cannot be visited physically and as a multi-platform service, it facilitates access amongst a more global market and disseminates culture in a more sustainable, environmentally responsible and inclusive way. As well as being an educational tool adapted to new generations.

collaborating member
Smart Tourism Destinations Network

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

VISUALFY

www.visualfy.com/es

Creates technological accessibility solutions, based on artificial intelligence, IOT and geopositioning, to improve life and provide security, autonomy and communication aids for deaf people or those with hearing loss.

VISUALFY PLACES

System that, through devices installed in the building, is capable of recognising relevant sounds from the environment (e.g. a fire alarm, a beep for a health service or a citizen service office, warnings of closing doors or services or personalised notifications) and translate them into visual and sensory alerts on any device, both common to the space (smart lighting that is installed in the building) and personal (mobile, smartwatch or smartband). For building workers, they usually recommend smart bracelets so that the notification arrives directly regardless of where they are in the building. For workers in buildings, we usually recommend smart bracelets so that the notification reaches them directly no matter where they are in the building.

The importance of privacy in AI should be stressed. The system works locally, to fully guarantee that no audio can leave the building, nor be heard by anyone. Sounds rather than voices are recognised. Once the sound has been recognised, the system itself is responsible for eliminating it so that no one has access to it. It has the approval of the Spanish data protection agency (AEGPD) and is included in the GVA's Guide to success stories of ethical use of AI in the tourism sector.

By installing magnetic loops, they improve communication with hearing aid and cochlear implant users; and through a voice recognition functionality in the app, they eliminate communication barriers. Any user will be able to read in real time the information that the worker want to convey. The smartphone's microphone captures the staff's voice and transcribes it on the user's screen. In compliance with the GDPR and to protect all building workers, users cannot save these conversations. Available in more than 100 languages, including Spanish, Catalan, Galician and Basque.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Accessibility
- Innovation
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

vivential value®

VIVENTIAL VALUE

www.viventialvalue.com

Company specialising in innovation in tourism intelligence for competitive and sustainable destinations.

Their 3 axes of work with destination managers are: exploitation of supply and demand Smart Data; consultancy in Tourist Intelligence Systems; knowledge transfer actions to the sector.

collaborating member
Smart Tourism Destinations Network

VISITOR EXPERIENCE AND DESTINATION TOURISM REPUTATION MONITOR

A **bespoke service for each destination**, with access to a **system for monitoring, handling and visualising thousands of online opinions and ratings produced by tourists on relevant sources** (OTAs, search engines and review communities), directly linked to the key areas of governance, innovation and knowledge.

Proprietary technology not outsourced, with 15 years of experience with all types of destinations (towns and cities, districts, provinces, regions and countries) **including several destinations in the Smart Tourism Destinations Network** with an emphasis on:

I Module for the presence and visibility of resources via online channels:

- Determination of the destination's current resources on OTAs, opinion websites, etc.
- Action plan for improving presence on relevant channels.

II Customer experience and satisfaction module:

- The iRON® online reputation index, divided into:
- Sectors (accommodation, restaurants and attractions at the destination)
- Products (culture, nature, leisure, gastronomy, activities, shopping, etc.).
- Periods: comparative with previous years, months, days.
- Territories (regions, provinces, districts, cities or by micro-segmented areas of the municipality).
- Source markets (national vs. foreign, mature markets, emerging markets).
- Type of customer (families, couples, groups, singles).
- Type of service: accommodation category, gastronomic club, etc.
- Qualitative synthesis (clouds of positive and negative mentions obtained from hundreds of thousands of words analysed).
- Cross-segmentation of destination-tailored indicators on detailed interactive dashboard.

III Sustainability module:

Designed to determine and improve the perception of sustainability by tourists, including sentiment analysis, temporal, geographic, product and market concentration, characterisation of sustainable initiatives of the offerings, etc.

IV Transfer module:

In all projects, emphasis is placed on the design of actions to transfer results to all agents in the sector to implement competitive and sustainable improvements (interactive dashboard, ad-hoc reports, workshops, etc.).

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

vivential value®

VIVENTIAL VALUE

www.viventialvalue.com

Company specialising in innovation in tourism intelligence for competitive and sustainable destinations.

Their 3 axes of work with destination managers are: exploitation of supply and demand Smart Data; consultancy in Tourist Intelligence Systems; knowledge transfer actions to the sector.

collaborating member
Smart Tourism Destinations Network

MONITOR OF TOURISM SUSTAINABILITY IN DESTINATIONS

Goals and benefits:

- Help destination managers work together with the private sector to offer a sustainable tourism experience..
- Identify areas for improvement in the perception of tourists, who are increasingly responsible and sustainable, during the decision-making, visit and prescription phases.
- Improve the image and reputation of the different tourism services, and in turn the destination as a whole.
- Incorporate the perspective of local population in the sustainability strategy of the tourist activity of their destinations.

Content:

- **OFERTA module**: characterisation of the tourist offerings in terms of sustainability (certifications available, communication in online channels, etc.)
- **DEMANDA module**: indicators of visitor perception and indicators of concentration of tourist activity (flows, periods, markets, products, etc.).
- **RESIDENTE module**: incorporation of the opinions of local population on tourist activity, with the systematised consultation of opinions, complaints, etc.

Methodology:

- mixed methodology of integration of indicators potentially already available from different data sources used by the destination itself with the generation of new ad-hoc indicators for the project.
- Data viewer for the progress tracking of the main indicators and the actions carried out by the destination for their continuous improvement.
- Support in actions to convey results to the sector.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Sustainability
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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collaborating member
Smart Tourism Destinations Network

SMART TOURISM DESTINATION SYSTEM

Goals and benefits of "SIT DESTINO":

- Provides a Smart Tourism System (STS) TAILORED to the specific needs of each destination.
- To take advantage of the layers of tourism knowledge already available at the destination and integrate it with powerful third-party sources.
- Integrating sustainable tourism indicators for the product within the framework of its triple environmental, economic and socio-cultural focus.
- To modernise the current tourism observatories and generate a data culture, both in the management organisation and tourism promotion, as well as in the rest of the sector.
- To facilitate governance and knowledge transfer actions to the rest of the agents, public and private.

Content:

- **Phase I (Audit)**: mapping of current and potential information sources of the destination itself, as well as selection of the priority layers to include in the STS tailored to the destination (INE, Online reputation, telephony, banking, holiday homes, sustainability, etc.)
- **Phase II (Design)**: design of indicators and interactive graphics on the world leading business intelligence platform and data visualisation (allowing greater autonomy with regards data providers and greater future scalability of the destination STS).
- **Phase 3 (Implementation)**: delivery of the interactive dashboard, which is fully operational and has the first data loaded
- **Phase 4 (Updating)**: training of the destination team to enable them to successfully and autonomously manage the regular updates of the data sets included in the Destination STS (automatic, mixed and/or manual)
- **Phase 5 (Transfer)**: total or partial publication of Destination STS on the destination's official tourism website Ad-hoc actions to transfer knowledge to the sector.
- **Phase 6 (Support)**: if the destination wishes, an additional permanent Destination STS support service can be provided.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

vivential value®

VIVENTIAL VALUE

www.viventialvalue.com

Company specialising in innovation in tourism intelligence for competitive and sustainable destinations.

Their 3 axes of work with destination managers are: exploitation of supply and demand Smart Data; consultancy in Tourist Intelligence Systems; knowledge transfer actions to the sector.

collaborating member
Smart Tourism Destinations Network

SMART TOURISM PRODUCT SYSTEM

Goals and benefits of "Smart Tourism Product System":

- Having a Smart Tourism System (STS) focused on a specific tourism product, whose particular importance on a regional scale justifies the need for a specialised STS (wine tourism, culture, nature, MICE, etc.) and which is often not effectively covered by a traditional destination STS.
- Taking advantage of the layers of tourism knowledge already available at the destination and integrating them with potential third-party sources relating to the specific tourism product.
- Integrating sustainable tourism indicators for the product within the framework of its triple environmental, economic and socio-cultural focus.
- Intelligent innovations for different relevant tourism products.
- Facilitating governance and knowledge transfer actions to the rest of the stakeholders, both public and private, involved in the tourism product's value chain.

Content:

- **Phase I (Audit)**: mapping of information sources and current and potential data sets, focusing on the product under analysis.
- **Phase II (Design)**: tailor-made design of indicators and interactive graphics on a world-leading business intelligence and data visualisation platform.
- **Phase 3 (Implementation)**: delivery of the interactive dashboard, which is fully operational and has the first data loaded
- **Phase 4 (Updating)**: training of the destination team to enable them to successfully and autonomously manage the regular updates of the data sets included in the Product STS (automatic, mixed and/or manual)
- **Phase 5 (Transfer)**: total or partial publication of Product STS on the destination's official tourism website Ad-hoc actions to transfer knowledge to the sector.
- **Phase 6 (Support)**: if the destination wishes, an additional permanent Product STS support service can be provided.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

WALLET COMMUNICATION

www.wallet-com.com

WalletCom is the leading company in Spain specialised in Wallet technology for the creation and management of cards, passes and digital Smart Wallet passes in electronic wallets (iPhone and Android), personal and updateable in real time, and sending push messages without the need for an app.

WALLET-COM DIGITAL CARDS SMART WALLET

Wallet-Com is a solution to create digital cards for smart wallets that are added to a person's electronic wallet on their mobile phone, thus eliminating paper, plastic, chips and reducing costs. What's more, the cards can be updated and allow push messages to be received, serving as an efficient channel of communication with citizens and tourists. Different use cases include:

- Young people's pass
- Bus pass
- Senior citizens' pass
- Cultural pass
- Ticket sales
- Membership cards
- Access to exhibitions
- Library and gym membership
- Help local businesses
- Delivery
- Click&collect
- Loyalty
- Digital proof of insurance
- ID identification
- Age certification
- Taxpayer information
- Formalities with the administration
- Transport tickets
- etc.

The most innovative and attractive channel helping town councils, institutions, companies and associations to digitise their users/customers on their mobile phones in just 2 clicks, as well as generating greater engagement and a satisfactory user experience, as it is a 100% digital solution that is affordable to everyone, anywhere in the world regardless of their language, profile and cultural or economic level.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

WIONGO
LEADING SMART DESTINATIONS

WIONGO LEADING SMART TOURISM DESTINATIONS

www.wiongo.com

WIONGO has 20 years of experience in deploying municipal solutions for public Wi-Fi/IoT connectivity.

collaborating member
Smart Tourism Destinations Network

WIONGO SMARTWIFI / DESTINATION CRM / CAPACITY MANAGEMENT AND MOBILITY FLOW

The overall objective of the WIONGO project is to transform any tourism destination through the inclusion of the municipality in WIONGO's Nationwide Smart Tourism Destination Roll Out, which includes the design of the Smart Tourism Destination project, installation and deployment of the free municipal smart Wi-Fi network - the technological base/platform - its maintenance and management and the integration of IoT/big data/mobile marketing services, making the project sustainable from day one, thanks to sponsorship agreements with third parties. The key objectives of WIONGO are:

- **Analyse**: manage and exploit deployments of Wi-Fi and IoT infrastructures in tourism destinations, obtaining real-time analytics of urban mobility.
- **Get to know**: obtain complete visibility of the tourist's route through audience analysis based on Wi-Fi and IoT, without the user even connecting to the internet and/or in the case of connecting, obtain a complete demographic and interest profile thanks to interaction with social networks and/or Facebook/Google services, discovering behaviour patterns that lead to new business opportunities and allow the tourism strategy to be re-defined.
- **Predict**: connect the digital world to the physical world and analyse loyalty data based on Wi-Fi, together with survey data, gamification, augmented reality and/or contextual marketing campaigns provided by the interconnection with the Wi-Fi network
- **Influence**: influence tourist behaviour thanks to the exclusive communication channel that provides interconnection with the Wi-Fi network and the processing of information obtained (CRM of destination) allowing subsequent PUSH communications and/or SMS, instant messaging using WhatsApp, Messenger, etc. and/or via MAIL marketing, all in strict compliance with the latest GDPR regulations.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

wirelessgalicia
SOLUCIONES INALAMBRICAS

WIRELESS GALICIA

www.wirelessgalicia.com

This company specialises in developing wireless connectivity and mobility solutions. Their efforts have led them to the generation of knowledge and innovative technology within the tourism and health care fields.

In tourism, they work with historians, cultural managers, broadcasters, translators, etc.

iBEAKEN

iBeaken is an **interactive cloud product that displays information about a resource of interest** (a work of art, monument, sculpture, building, archaeological site, church, etc.) through any smartphone and in the language the user selects. iBeaken is first and foremost a storyteller, which enables its users to learn about the history behind any resource, both tangible and intangible, with interesting details and anecdotes. It works both indoors and outdoors, and on any device that has a web browser.

The platform has a **powerful content manager** that allows content relating to the resource to be efficiently created, added and modified.

Its simple and effective design focuses on the content, helping visitors to quickly get used to using it. The template can be customised, allowing clients to upload their own corporate colours, logo and icons to the map.

Its **panels** (with a 10-year warranty and a novel method of fixing digital images using a high-pressure process) come equipped with an NFC antenna and a QR code to provide immediate access to information about the resource.

iBeaken continuously improves the system to make it simpler and more user-friendly for its clients and users.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

wirelessgalicia
SOLUCIONES INALAMBRICAS

WIRELESS GALICIA

www.wirelessgalicia.com

This company specialises in developing wireless connectivity and mobility solutions. Their efforts have led them to the generation of knowledge and innovative technology within the tourism and health care fields.

In tourism, they work with historians, cultural managers, broadcasters, translators, etc.

IVIEWPOINT

iViewPoint is a **technological product to promote destinations through showcasing their viewpoints**. A technological panoramic table gives visitors access to exclusive content about the most noteworthy cultural heritage from their mobile phones (website, QR or NFC) through rich text and multimedia content, and encourages them to share the experience on social media.

The company locates and describes the cultural resources that can be seen from each viewpoint, creating rich content in various languages and formats (photos, 360° videos, audio, texts, drone footage, etc.).

Each viewpoint will have a complete fact sheet, on the web, through a 360 photograph where the resources are located and information about them is accessed.

The panel, 180 cm x 70 cm, has a 10-year guarantee, and is created through an innovative process that consists of fixing digital images using a high-pressure process. Panels are equipped with an NFC antenna and a QR code for instant access to the information on the resources visible from the viewpoint.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Governance
- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

YBVR

www.ybvr.es

Experts in creating metaverse experiences with 360 virtual reality video, for immersive streaming experiences with VR glasses, mobile phones and tablets.

TOURISM METAVERSE

YBVR develops immersive experiences in the metaverse through the internet, offering its clients:

- Production of **360o, high-quality video** (up to 8K-60fps), both live and recorded, enriched with real-time data, dynamic graphics, conventional video and high fidelity audio.
- Its **internet**-based video distribution platform, maximises the quality reducing the necessary bandwidth. Totally scalable to respond to the needs of all audiences
- Immersive applications to convert access to the content into an **immersive experience**, for mobile devices, tablets, PCs and above all, for virtual reality glasses. An interactive experience with instant camera switching and multi-screen menu.

Especially designed for the tourism environment, it offers the tourism metaverse, which in addition to the use of state-of-the-art technology, offers tourist destinations the possibility of creating virtual tickets, opening the doors of their experience to the digital world, both with on demand content and broadcasting live events.

- Totally integrable with its ticketing platforms. It can also be distributed using application stores (in-App purchases).
- Enables the **sale of tickets to visitors who travel virtually** from the USA, Korea or any part of the world.
- Opens up a **new line of income in the metaverse**, breaking the barriers of time and space and with great potential for development in the future.

SCOPE OF APPLICATION FOR SMART TOURISM DESTINATIONS

- Technology

TYPE OF DESTINATION

TYPE OF SOLUTION

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CATALOGUE OF TECHNOLOGICAL SOLUTIONS FOR SMART TOURISM DESTINATIONS

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