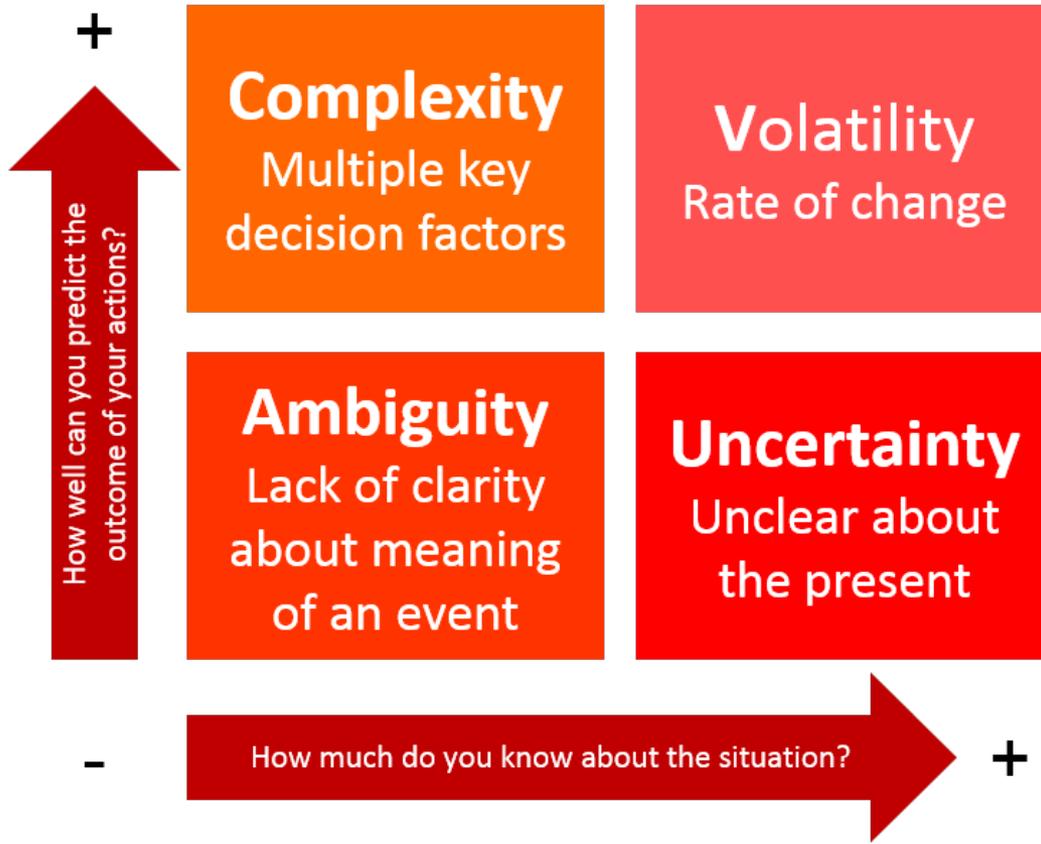


SEGITTUR
turismo e innovación

Smart Destinations

November 2017

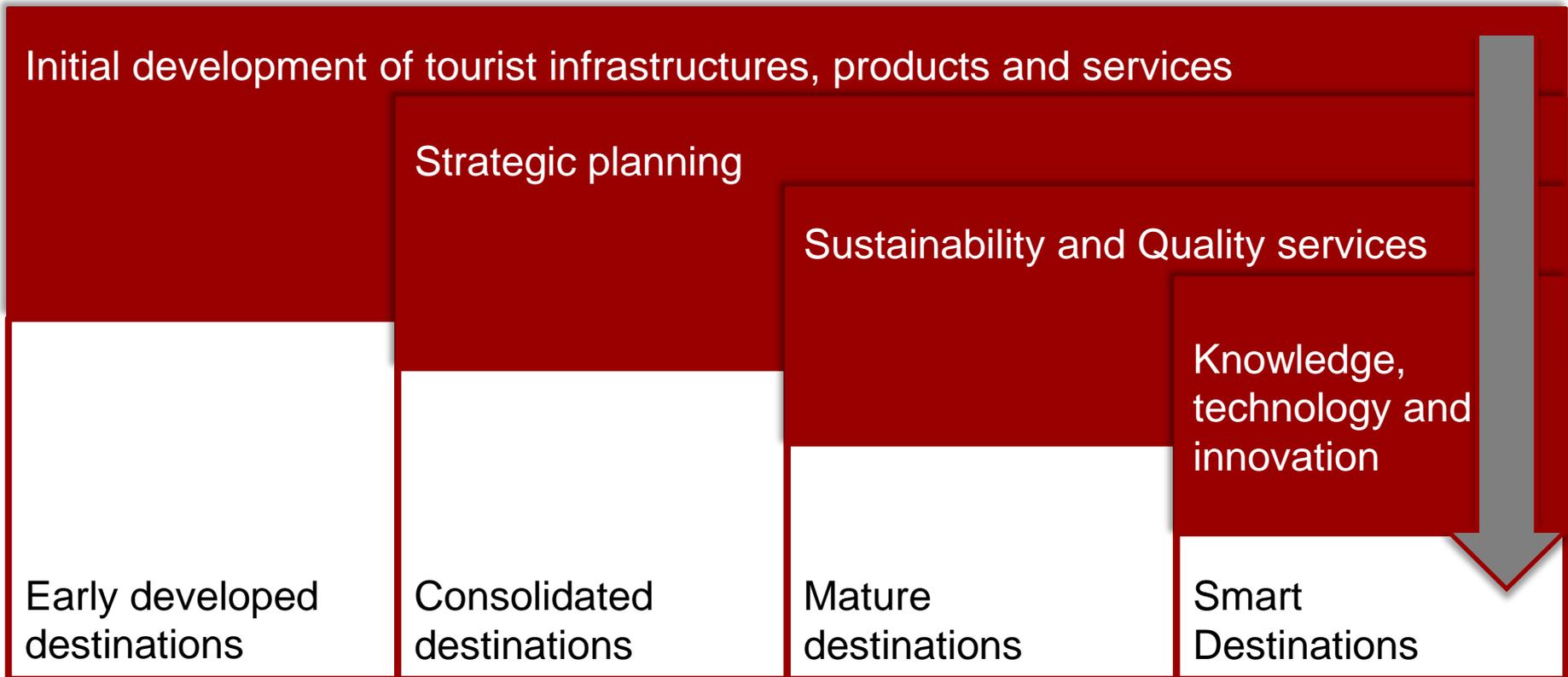
VUCA



Great changes due to the technological advances, creating many new opportunities as well challenges for all actors in the sector

Increasing competition, emerging countries/destinations, adoption of technology, new players of the digital economy, bigger problems

Smart Destinations' model incorporates the experience gained in years of tourism development and defines new attributes in order to face the challenges of the current environment





An **innovative tourism destination**, consolidated on a cutting-edge technological infrastructure, ensuring **sustainable development** of the tourist area, **accessible** to all, that facilitates interaction and integration between **visitors** and the environment and **increases the quality** of their **experience** at the destination as well as **improving the quality of life** for **resident** population.

Smart Destination



Smart Destinations in the framework of different Government Plans: Tourism Strategy, Smart Cities and Digital Agenda for Spain



Following 3 convergent action lines to create a common framework of action and provide it with integrity and homogeneity

1. Diagnosis and planning for tourist destinations

Diagnosis and
Action Plan for
Smart Destinations



SEGITTUR
Smart Destinations
Methodology



 Smart
Destination

2. Standardization and certification of tourist destinations

Spanish Association
of Standardization



Standard
UNE178501
New Project
PNE178502



 
Gestión
Destinos

3. Tourist Intelligence System (TIS)

Tourist Information
Management Tools



Platform and Data
modelling for tourist
destinations



SIT / TIS
Tourist Intelligence
System

Methodology based on National and International guidelines, recommendations, reports and manuals





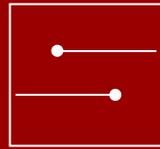
Smart Destinations: key instrument for tourism development

“Smart destinations’ are key to sustainable development and contribute not only to advances in the tourism sector but also in societies at large ”



“The use of technological solutions contributes effectively to evidence-based decision making, prioritization of measures and anticipation of future scenarios, which is essential for responsible management of tourism and its impacts ”





Standardization of Smart Destinations

Standard UNE178501

Management System for Smart
Destinations: Requirements
(published april 2016, revised versión 2017)

Project of Standard PNE178502

Indicators and tools for Smart Destinations
(currently on preparation, publishing estimated 2017)

norma española		UNE 178501
		Abril 2016
TÍTULO	Sistema de gestión de los destinos turísticos inteligentes Requisitos	
	<small>Management system of smart tourist destinations. Requirements. Sistema de management de destinos turísticos inteligentes. Requisitos.</small>	
CORRESPONDENCIA		
OBSERVACIONES		
ANTECEDENTES	Esta norma ha sido elaborada por el comité técnico AEN/CTN 178 Ciudades inteligentes cuya Secretaría desempeña AENOR.	
Editada e impresa por AENOR. Depósito legal: M 13121/2016 © AENOR, 2016. Reproducción prohibida.	LAS OBSERVACIONES A ESTE DOCUMENTO HAN DE DIRIGIRSE A: AENOR Asociación Española de Normalización y Certificación	35 Páginas
Calle 6 28004 MADRID-España	info@aenor.es www.aenor.es	Tel: 902 102 201 Fax: 912 104 032
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UNE 178501 Management System for Smart Destinations: Requirements



Management system to be implemented by those destinations interested in becoming Smart Tourist Destinations

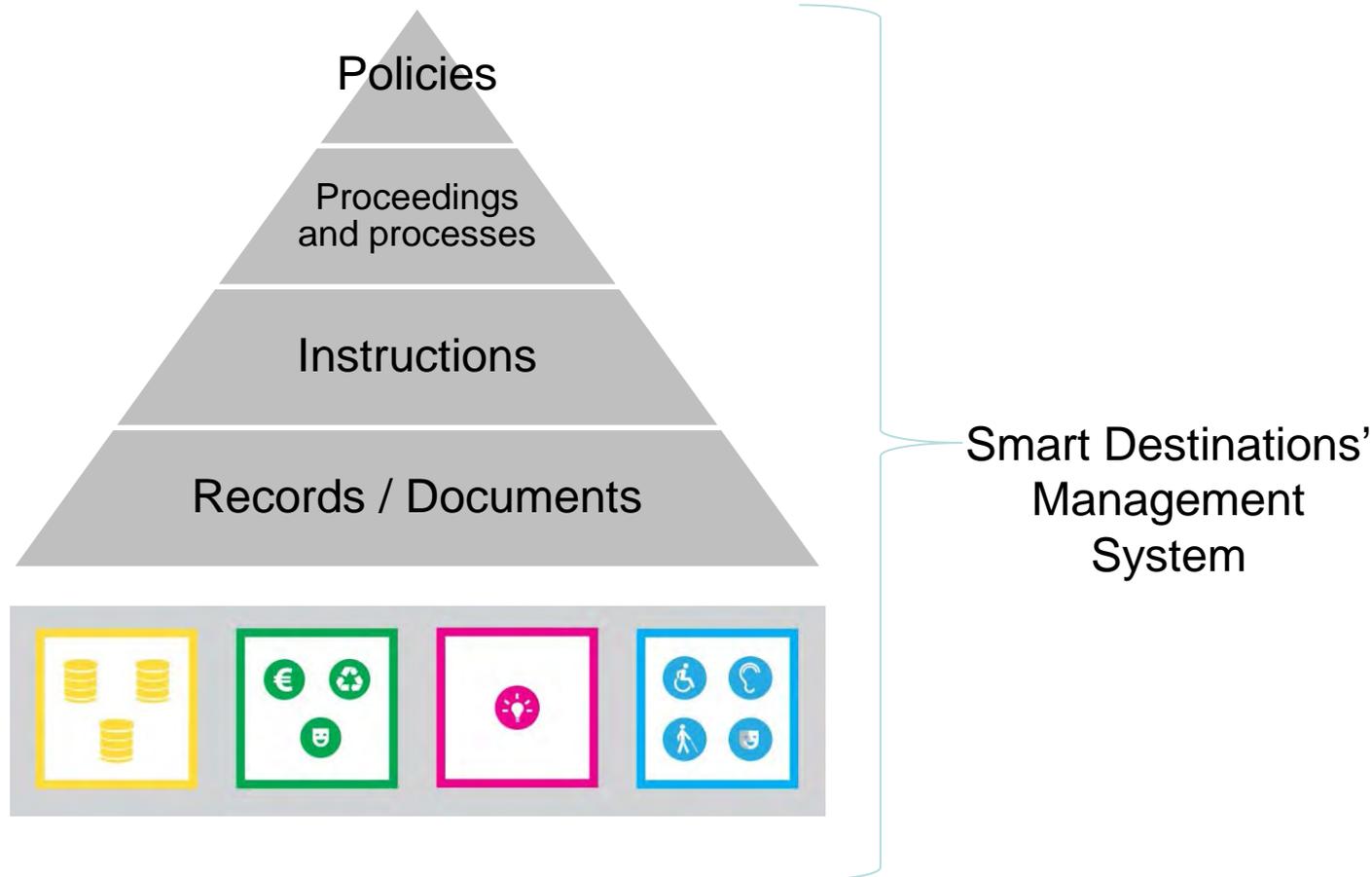


Copes with the processes by which the DMO manages all its areas of competence strategically to meet the needs of the tourist



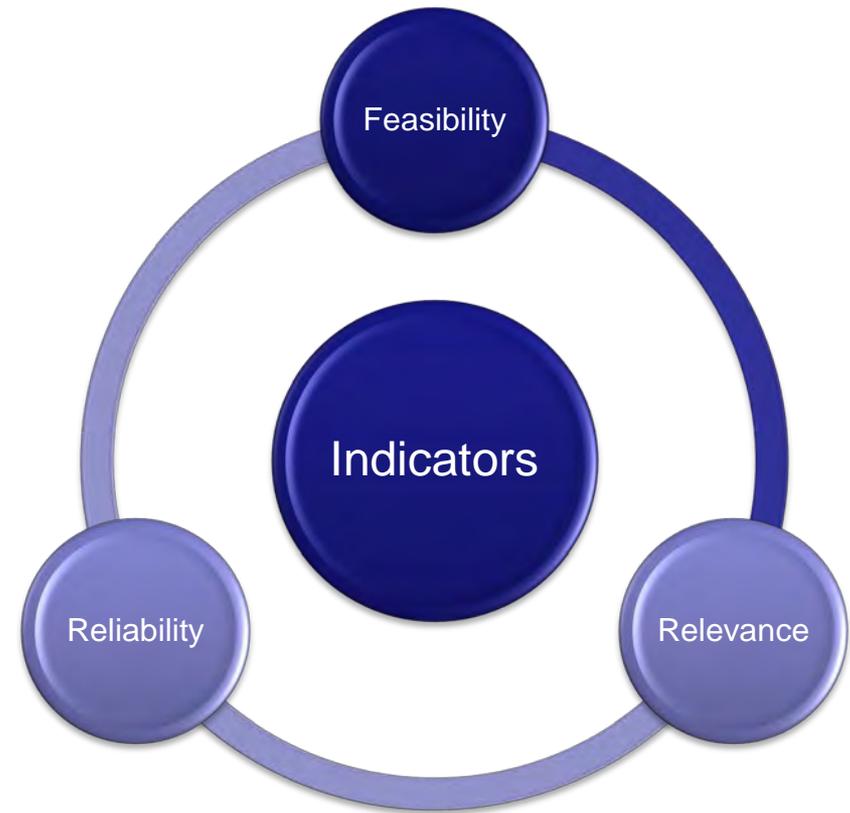
Elaborated according to ISO high level structure so that it is comparable and easy to integrate with other management system standards

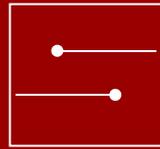
UNE 178501 Management System for Smart Destinations: Requirements



PNE 178502 Indicators and Tools for Smart Destinations

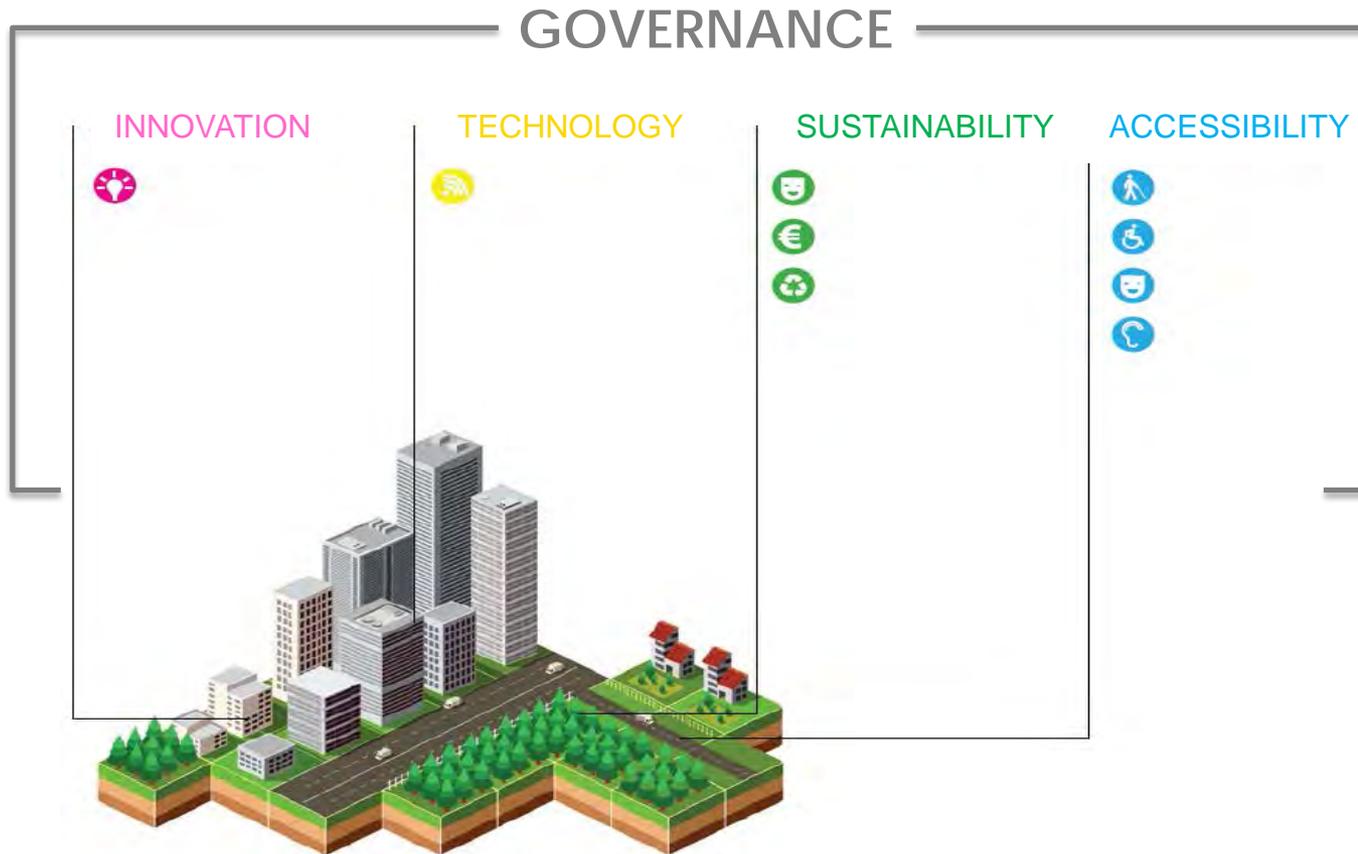
The goal is to develop a set of indicators and tools of a different nature, technological and non-technological, allowing a DMO to carry out its functions, as required on the former Standard UNE 178501, as well as ensure consideration of interoperability in all stages of planning and development of tools for a smart tourist destination.

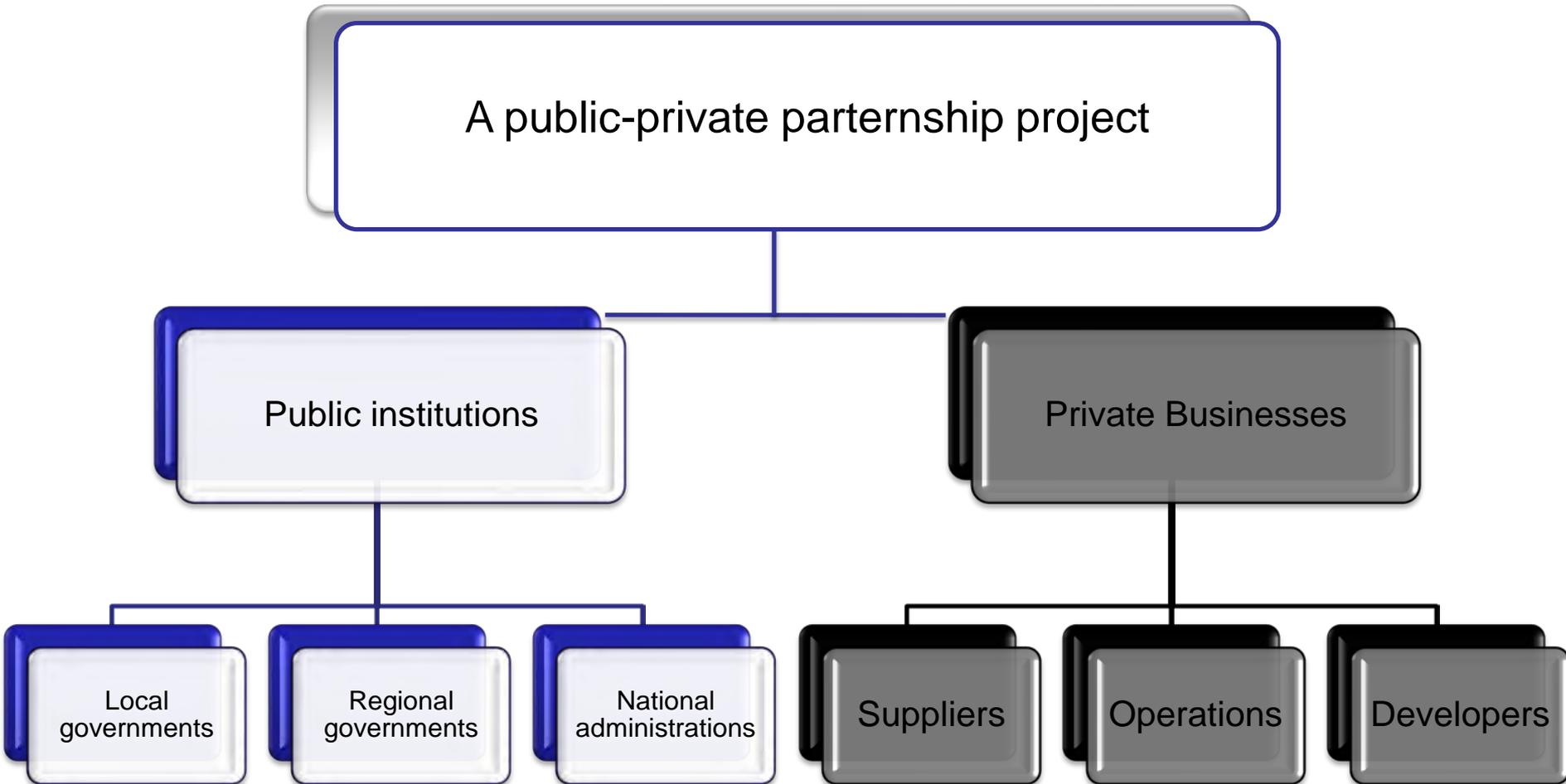




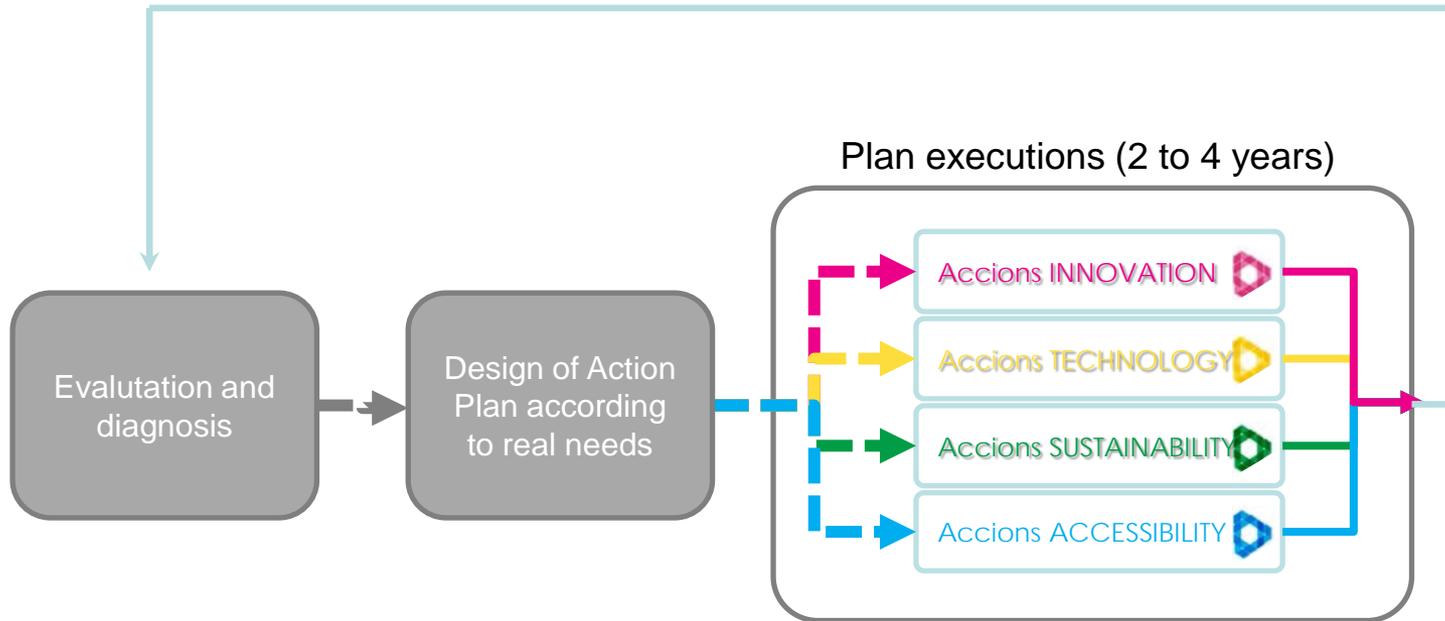
Diagnosis and Planning for Smart Destinations

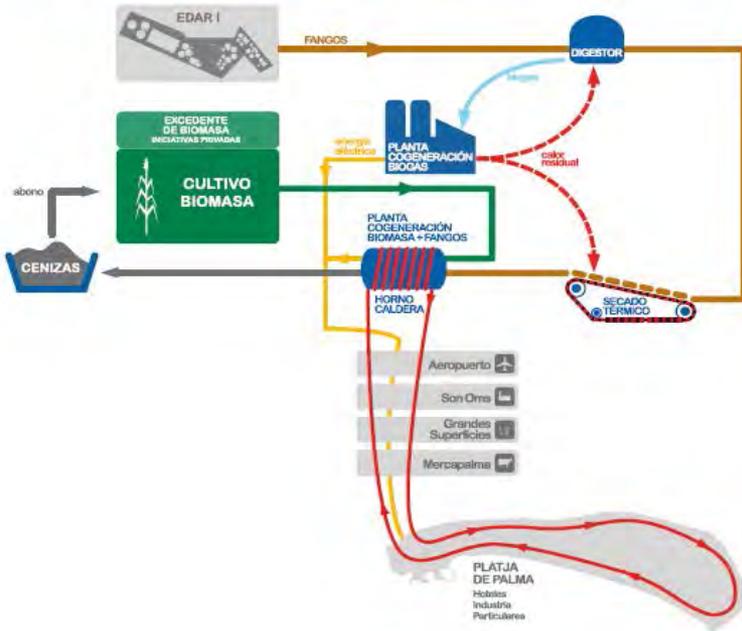
Strategic pillars of a Smart Destination





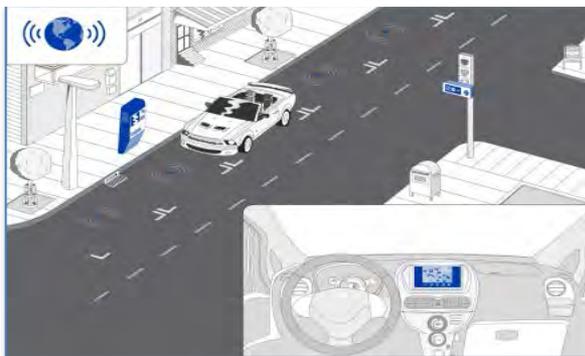
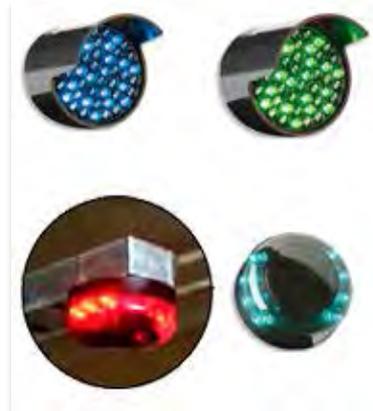
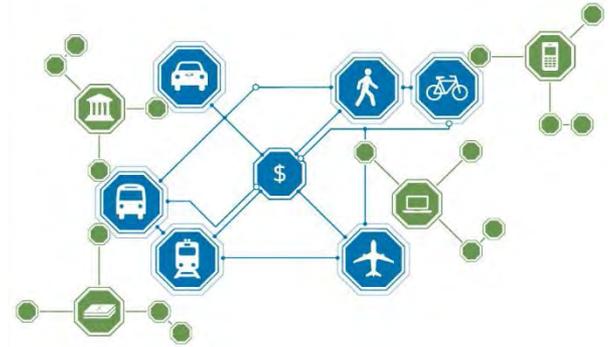
Continuous improvement process





- Use of renewable energy: solar, biomass....
- Energy saving in the public lighting through LED technology
- Ambient light measuring sensors. Lighting regulation according to light conditions
- Recycling
- Sensors for the measure of soil moisture for irrigation





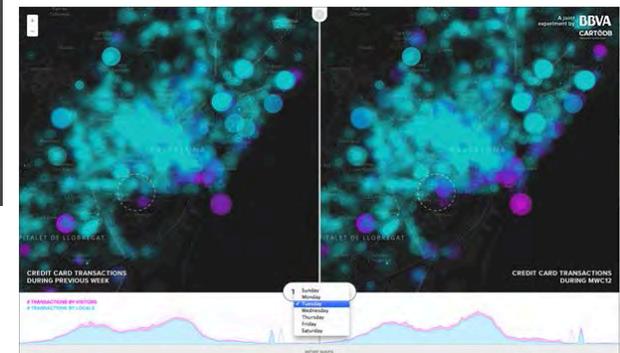
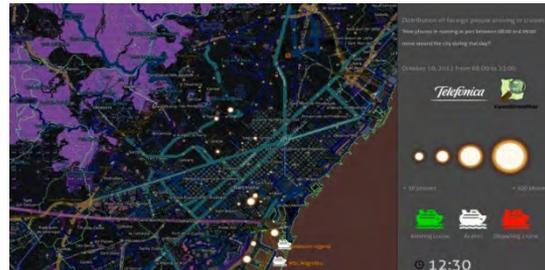
- Flow Management: sensors and apps
- Traffic situation: IoT (internet of things)
- Traffic Info through Apps
- Parking places
- Tourism for All. Apps for handicapped people



- Video-guides
- Geo localised touristic routes
- Promotion of touristic resources of the destination



- Full historic immersion through Smart Optics devices (oculus)



- Telecom
- Banks
- Hotels



Tourist Office XXI Century

A new office concept with a strong technology base and the ability to market the destination in real time: touchscreens, downloads of apps of the tourist destination, booking services, counseling, etc.

The tourist office turns into a Digital Information Management System to promote and to market the tourist resources during the entire trip.



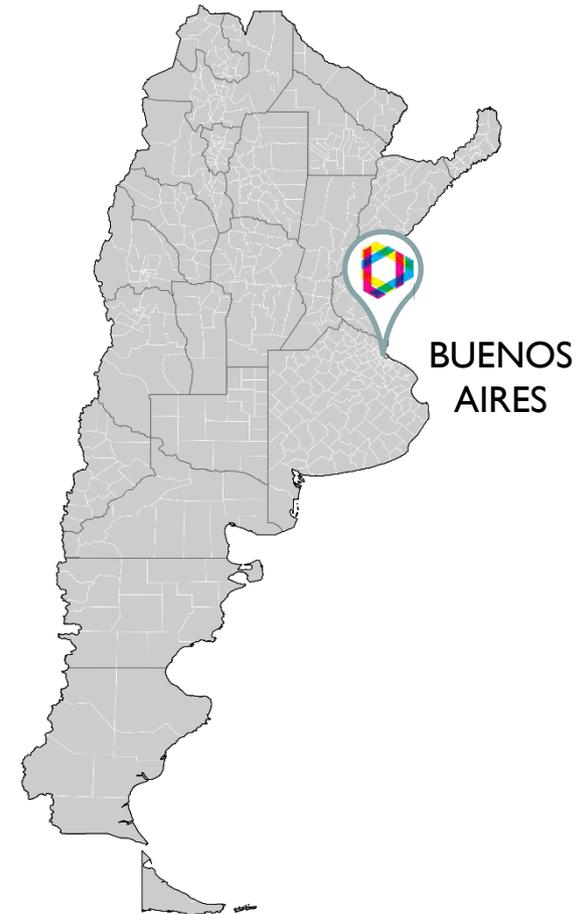
SPAIN



MEXICO

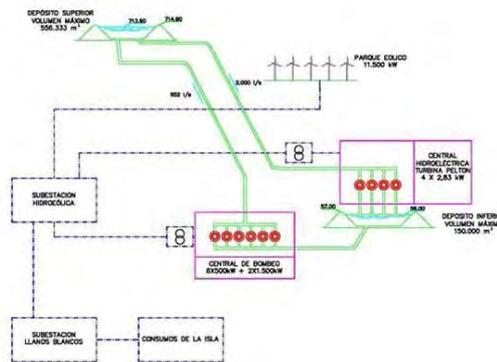


ARGENTINA





- Free WIFI network (26) and WIMAX: Sensorisation
- App “El Hierro te sigue”
- Hydro-wind power station: “Gorona del Viento”: 0% Emissions
- Social impact
- Support to entrepreneurs and companies:
 - Training
 - Soft loans





Passion for
Palma
DE MALLORCA

- Audit and Action Plan
- Free WIFI area: Playa de Palma
- Tourism Apps
- CMX Platform to Monitor Tourists (Customer Mobile Experience)
- Business Intelligence Platform: New Digital Services (Big Data/Open Data)
- Social impact
- Support to entrepreneurs and companies:
 - Training
 - Soft loans



- Audit and Action Plan
- Free WIFI and WIMAX
- Sensors: flow (Shopping Tourism)
- Apps: destination guides and others
- Social impact
- Support to entrepreneurs and companies:
 - Training
 - Soft loans



- Audit and Action Plan
- Free WIFI and WIMAX
- Tourist Intelligence System/SIT
 - Sensors and Apps: flow and behaviour control
 - Structured and non-structured Data
- Social impact
- Support to entrepreneurs and companies:
 - Training
 - Soft loans



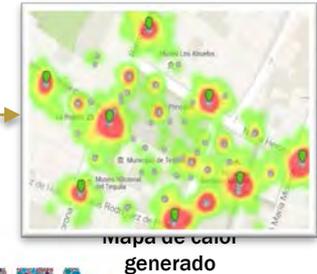
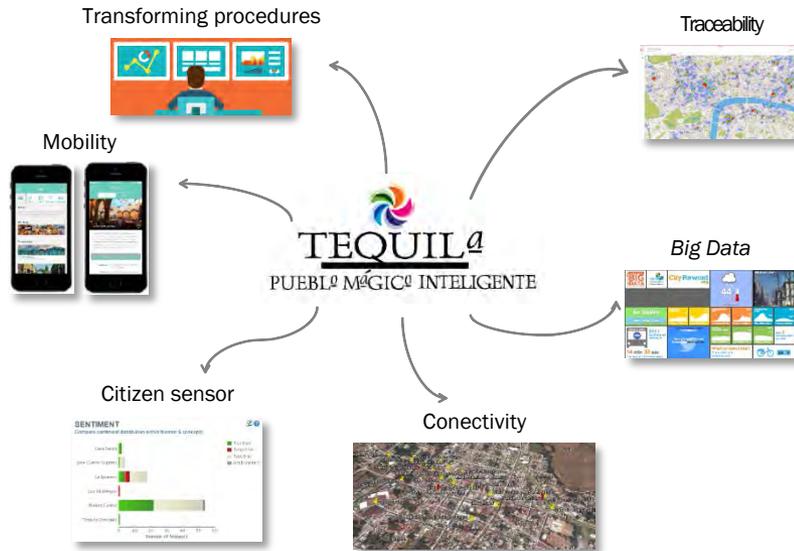
- Public-private partnership, Committee for Integral Development of Tequila (CODIT).
- Strong commitment and implication of private investment.
- Strategy planning, notably in tourism related aspects.
- Innovative systems for data management: Smart City Platform, security and mobility system, sensorization and WIFI.
- Smart Destination Plan: efforts in:
 - Tourism online promotion,
 - Mobile app development,
 - Communication strategy on social networks



Tequila Jalisco Smart Destination *In progress*

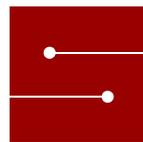


2015 - 2020 • Infrastructure baseline



BIG DATA





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MUCHAS GRACIAS