U4SSC deliverable on Smart tourism: A path to more secure and resilient destinations

U4SSC deliverables

Presented by:
Ramon Ferri, Co-leader of the Thematic Group on City Platforms
20 June 2023

Digital Transformation – a vital partner for safe and resilient tourism

Tourism is a major driver of economic growth and development, providing direct and indirect livelihoods for hundreds of millions of people
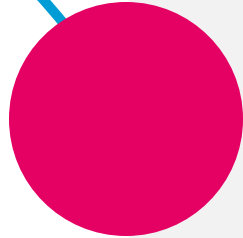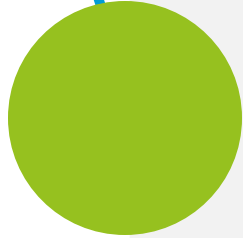
ICTs have completely modified the dynamics of all industries – including tourism – in terms of processes, products and adaptation to clients' new demands.
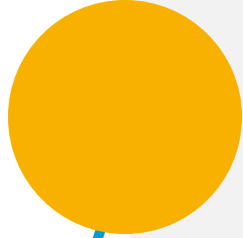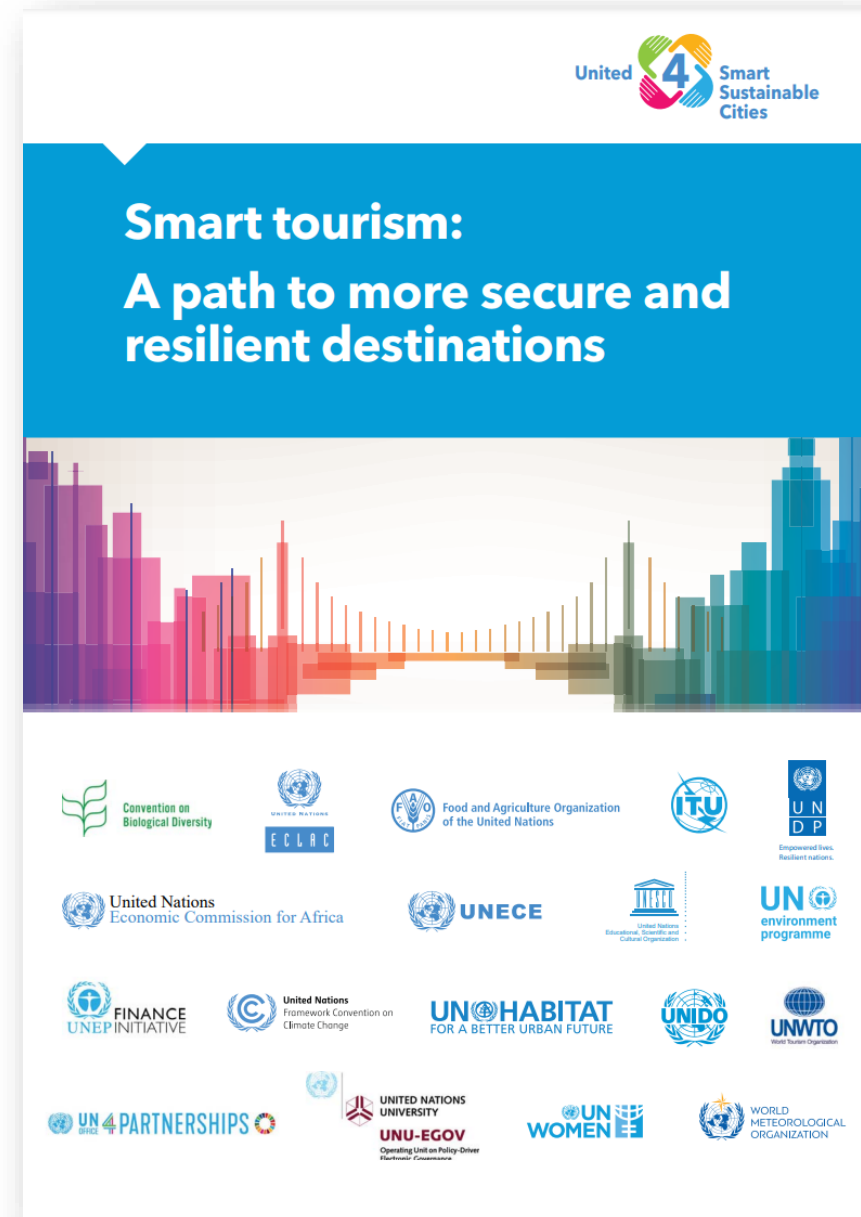
The need for smart tourism destination platform

Intelligent Tourism Platform with connected elements: Sun and Beach, Cruises, Conferences and events, Culture and Heritage, Idiomatic, Rural

- **Unified Management**: This enables the unified management of all elements of the destination, from monitoring to operation.

- **A data-driven economy**: This involves getting the most out of the destination's data, based on standards that ensure consistency and interoperability.

- **Distributed Intelligence Models**: This includes combining and extracting value from the information as a whole: new and legacy systems, mobile and web applications, sensor technology, social media, and so on.

- **The development of an open innovation ecosystem**: Such a platform would be open to the outside world, with the aim of generating new solutions, business cases and entrepreneurship at the destination.

A path to more secure and resilient destinations

This report is oriented towards demonstrating how technologies and the process of digitization are powerful tools for moving towards a tourism industry capable of ensuring its resilience, competitiveness, and sustainability in any scenario.

A path to more secure and resilient destinations

1 Digital transformation, a vital partner for safe and resilient tourism
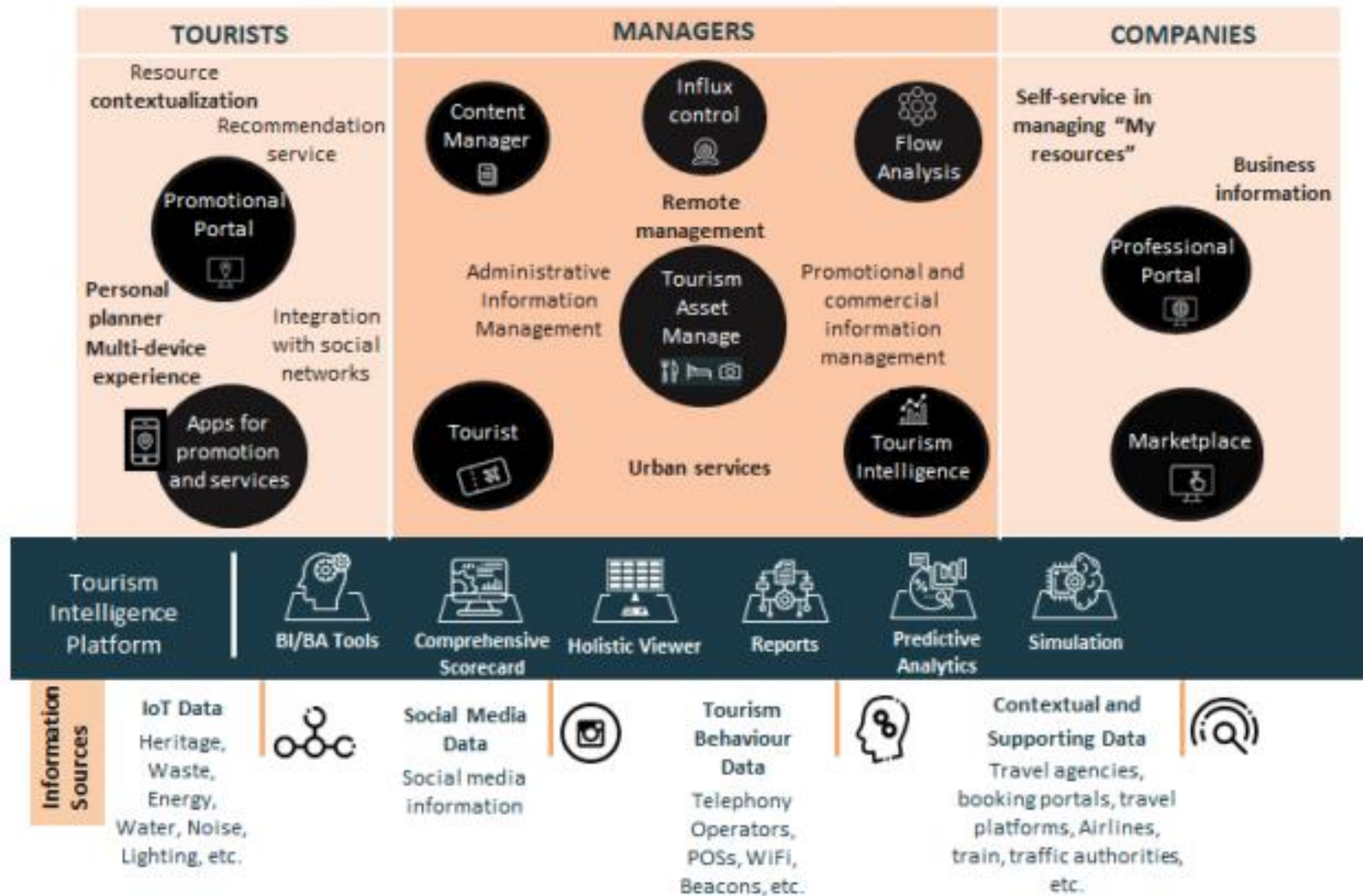
2 The smart tourism destination framework

3 Smart tourism destination platform

4 Solutions and use cases

5 Success cases
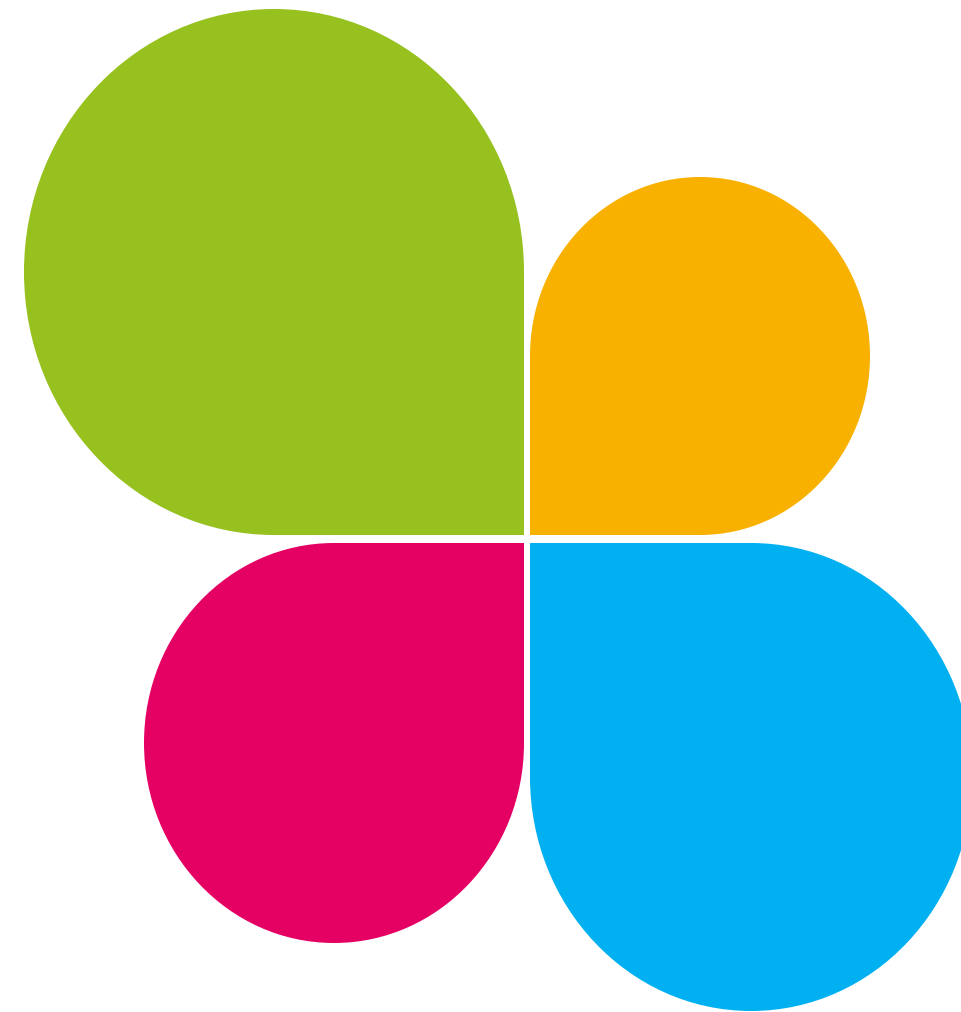
Example: Smart Tourism Platform

Solutions and use cases

Tourism Spatial Management

- Safe cultural and architectural heritage
- Capacity control
- Social distancing
- Face mask usage control
- Tourist pattern analysis

Local Service Supply and Demand Management

- Professional Portal
- Marketplace
- Local economy stimulation
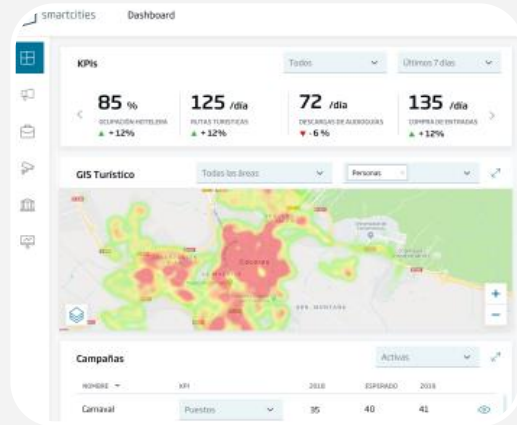- Scheduling and reservation manager
- Digital tourism community

Promotion and Interaction Channels

- 360 Planning
- Safe and customized offer
- Safe and advanced tourist services
- COVID-free tourist traceability
- Virtual immersion at the destination
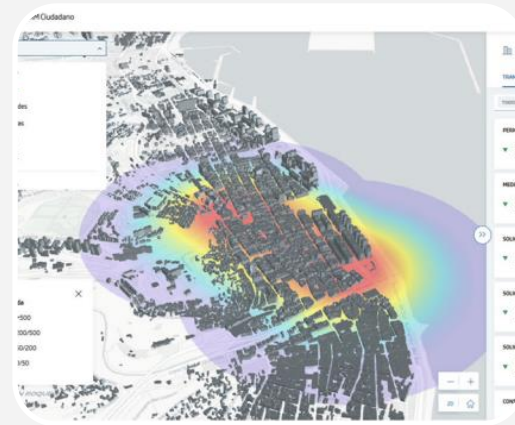- Safe tourism gamification

Tourism Intelligence

- Visitor segmentation and profiling
- Visitor behavior and mobility
- Economic impact observatory
- Tourism spatial planning strategies
- Safe destination reputation analysis

Case Studies

Smart Destination Manager
- Cáceres smart heritage

Scorecard – Citizen CRM
- Las Palmas de Gran Canaria – "Blue Intelligence"
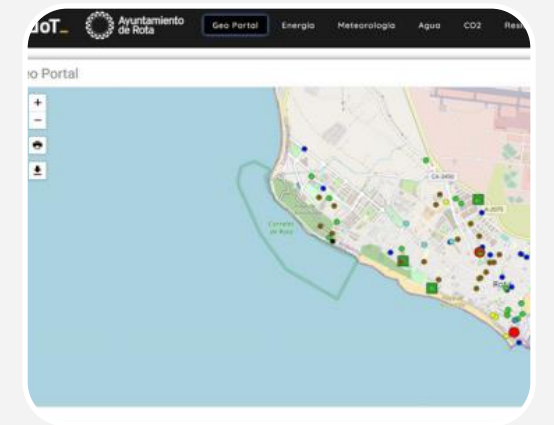
"Integra Museum"
- Vatican museums

Decarbonizing tourism
- the case of Valencia

La Nucía smart sports destination
- Municipality of La Nucía

Rotamunicipality IoT City Platform
- Rota smart tourism destination

For more information, please contact:

u4ssc@itu.int

U4SSC website:

https://u4ssc.itu.int/

Thank you!