

Episode #31: Digital tourism: bridging the gap between communities and destinations

WG7 "Smart Destination Platform"

City Platforms Thematic Group

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Context & Scope of the Thematic Group on City Platforms

Working Group 1

1

IT Solutions for integrated cities management & Use Cases

Leader: Ramon Ferri (SEGITTUR) and City of Valencia

Published

Working Group 2

2

Smart Public Health Emergency Management

Leader: Leonidas Anthopoulos (Greece)

Published

Working Group 3

3

Smart City Platforms- Transitioning to a new architecture

Leader: Martin Brynskov & Michael Mulquin (OASC)

Published

Working Group 4

4

Tourism Management from the perspective of a Smart City Platform

Leader: Alberto Bernal (Indra/Minsait)

Published

Working Group 5

5

Reference framework for an integrated management of a smart sustainable city

Leader: Ramon Ferri (SEGITTUR) and City of Valencia

Published

Working Group 6

6

Data and APIs in Smart City Platforms

Leader: Leonidas Anthopoulos (Greece)

Ongoing

Working Group 7 - Abstract

The working group on Smart Destination Platforms is a collaborative effort to define the **governance, requirements, technical architecture, and roadmap** for the implementation of advanced technologies and information systems in **tourism destinations**.

The group aims to enhance **tourism destinations' competitiveness and sustainability** by leveraging the use of technology.

The working group will also facilitate the **exchange of best practices and promote collaboration** among different stakeholders in the tourism sector.

Overall, the main objective of the working group is to develop a **common framework and set of guidelines** to help tourism destinations become **smart and sustainable using technology and innovation**.

Smart Destination Platform



The **Smart Destinations Platform** integrates **shared services** and incorporates a collection of **digital solutions** that solve the main public problems and market failures – in the digital and physical planes – throughout the **tourist's travel cycle**.

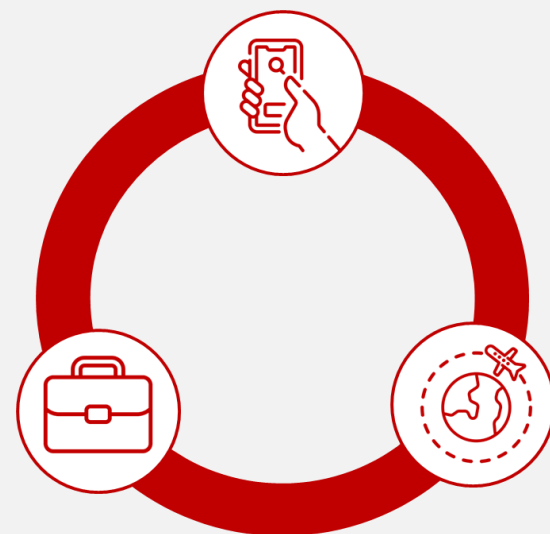


OBJECTIVE Accelerate digital transformation through the relationship between the agents of the tourism ecosystem (tourist destinations, the business sector and the connected tourist) in favor of increasingly hyperconnected tourists.

NEEDS COVERED BY THE PLATFORM

Connected tourist: needs personalized services and interaction at all stages of the travel cycle.

Tourism company: you need more visibility and more business. It is key to support it for the definition of its tourist value in digital format.

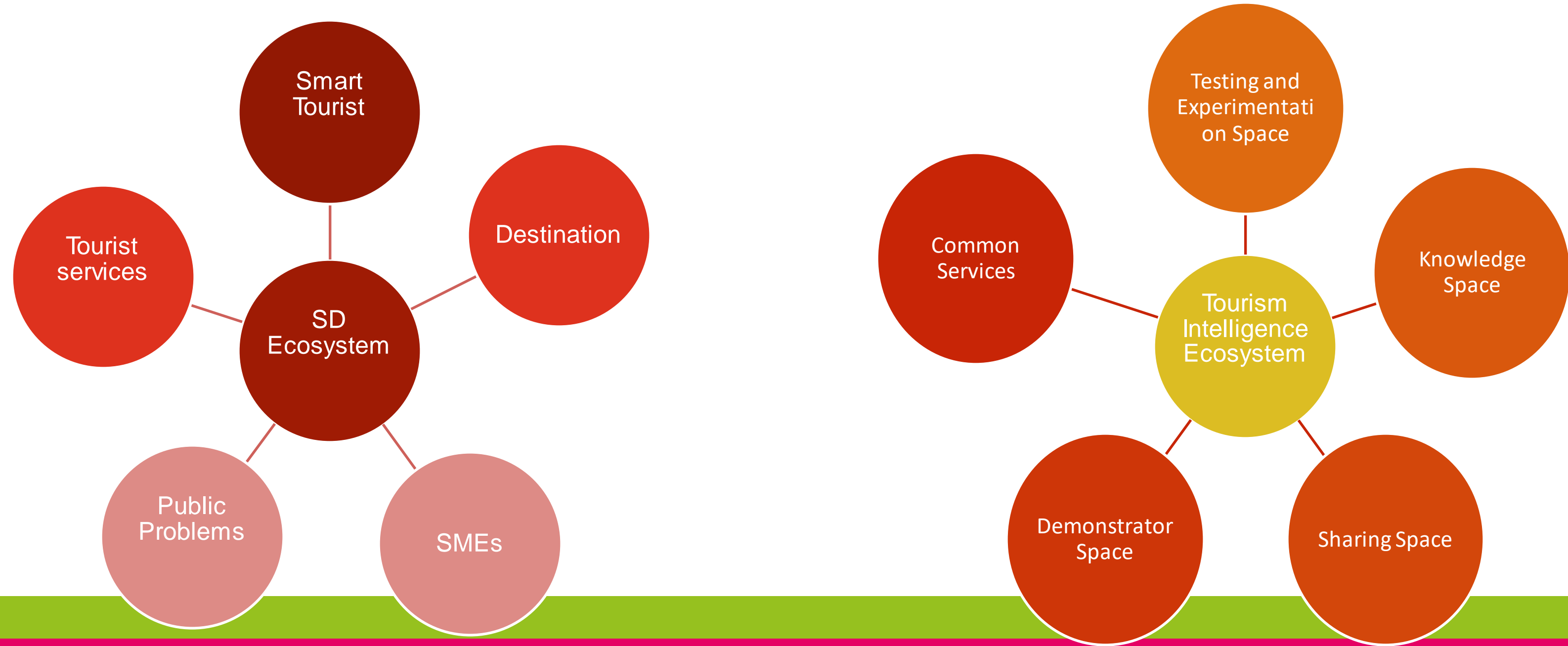


Tourist destination (Admin. Public): needs instruments to manage the destination's tourism brand and refine its positioning.

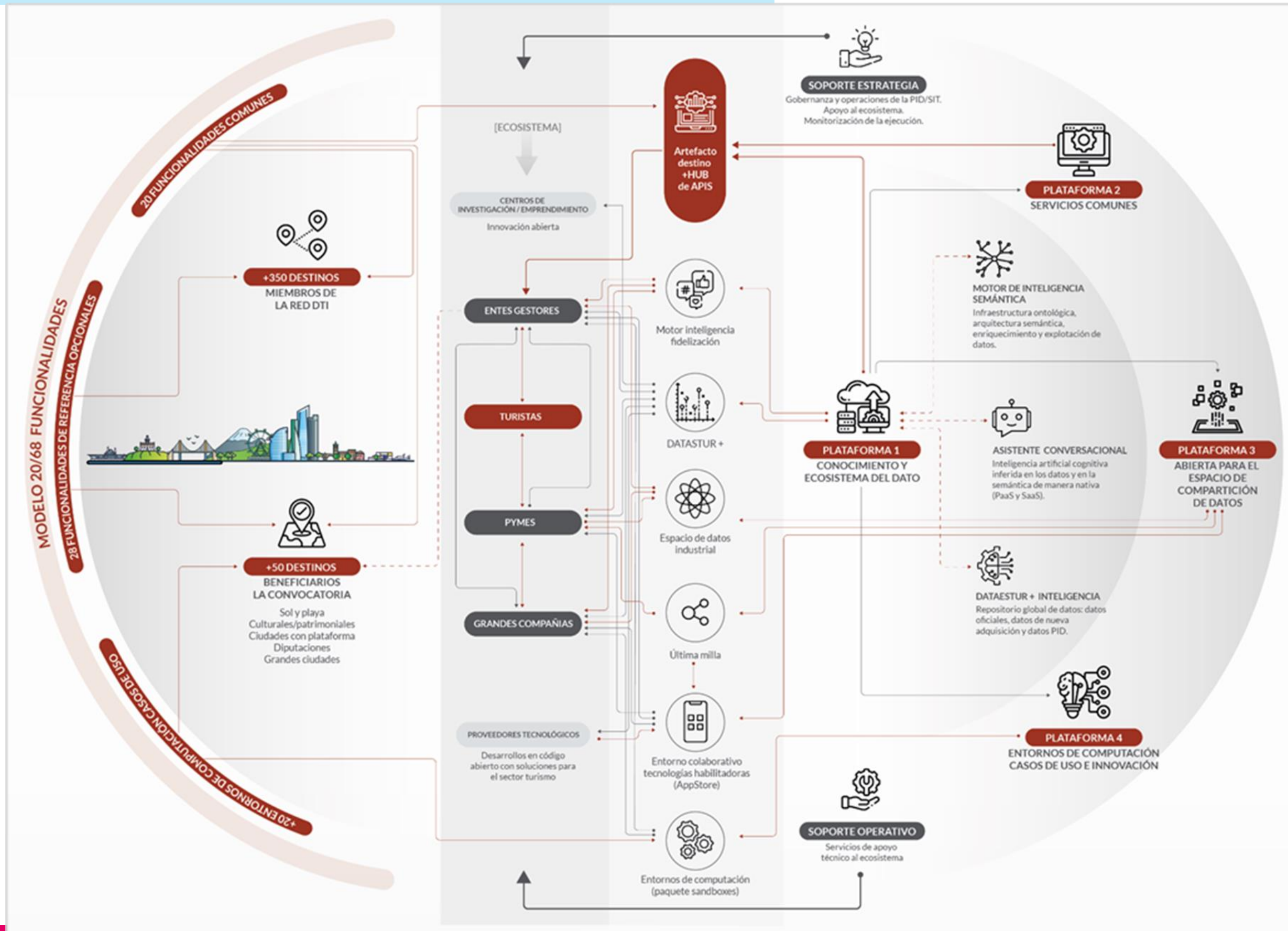
Smart Destination Ecosystem



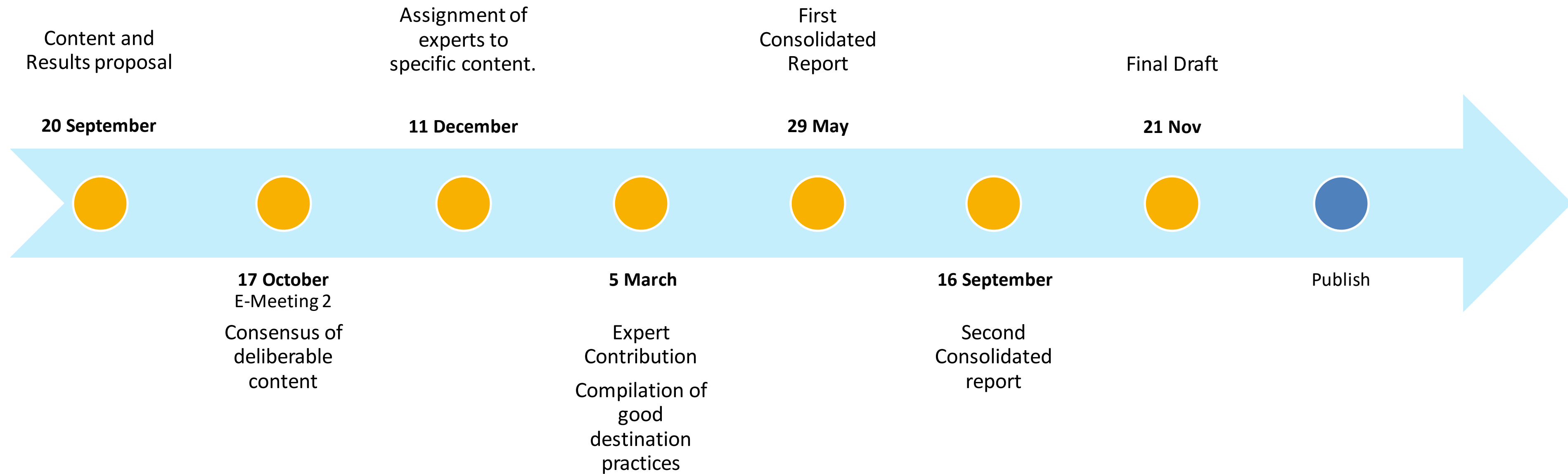
The deployment of the SDP **fosters public-private ecosystems** that integrate and connect all actors (institutional, sectoral, technological, social) to **generate, operate, integrate, aggregate and exploit information** and resources that allow the modernization of the Spanish tourism industry.



Holistic view of a country smart destination platform



Proposed Working Plan*



* Dates to be confirmed

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Thank you!

