

SMART TOURISM DESTINATION

THE SPANISH CASE

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THIS WILL CHANGE EVERYTHING STEVE JOBS, 2007



48% OF TODAY'S PROFESSIONS WILL NOT EXIST
IN 20 YEARS (2037)
MIT



DIGITALIZATION CHANGES EVERYTHING

THERE ARE NO EXCEPTIONS

SMART CITIES

SMART TOURISM DESTINATIONS



SPANISH DIGITALIZATION CHALLENGE

WHY? GO DIGITAL OR DISAPPEAR

HOW? SPANISH DIGITAL AGENDA

WHAT ABOUT ? PROMOTE DIGITAL CULTURE AND INFRASTRUCTURES

OUTCOMES? HIGHEST BROAD BAND DEPLOYMENT 2014/16 IN UE



SPANISH TOURISM SECTOR

VISITORS

EXPENDITURE

COMPETITIVENESS



SPANISH SMART DESTINATION PLAN, MAIN OBJECTIVES

WHY? RETHINK TOURISM

AIM? SUSTAINABLE TOURISM

KEY ASPECTS?

- ✓ INCREASE LOCAL'S QUALITY LIFE
- ✓ ACCESSIBLE TOURISM FOR EVERYBODY
- ✓ INTEGRATION OF VISITORS IN LOCAL ENVIRONMENT
- ✓ IMPROVE VISITORS EXPERIENCE OF DESTINATION (BEFORE, DURING, AFTER)

HOW? INNOVATION(PROCEDURES, PRODUCTS AND SERVICES)

DIGITAL INFRASTRUCTURE

MAIN OUTCOMES

MOBILITY

TECHNOLOGY

COMPETITIVENESS

URBAN DEVELOPMENT

ENERGY

SAFETY

HEALTH

OUTCOMES: MOBILITY

DISABLED PEOPLE ACCESS

TRANSPORT EFFICIENT MANAGEMENT

TRAFFIC CONGESTION MANAGEMENT

CULTURE FACILITIES ACCESS



OUTCOMES:TECHNOLOGY

DIGITAL TOURISM OFFICES

MONITORIZATION OF TOURISM PREFERENCES VIA BIG DATA ANALYTICS

AUGMENTED AND VIRTUAL REALITY SYSTEM

B2B, B2C SELLING SYSTEMS: DIGITAL PLATFORMS CHALLENGES



OUTCOMES: COMPETITIVENESS

BUSINESS INTELLIGENCE DEVELOPMENT

HELPING MANAGING THE VISITOR EXPERIENCE

IMPROVING RESERVATION SYSTEMS

INCREASING DIGITAL TOURISM CONTENTS



OUTCOMES:URBAN DEVELOPMENT

MULTIMODAL TRANSPORTATION

BETTER PUBLIC PARKING PLACES

MONITORING AVAILABLE FACILITIES CAPACITY ON REAL TIME

REAL TIME PUBLIC TRANSPORTATION MANAGEMENT

DIGITAL REPORTS TO THE POLICE



OUTCOMES:ENERGY

INCREASING % OF RENEWABLES IN POWER GENERATION

MORE ENERGY EFFICIENCY

LED USE IN PUBLIC LIGHT

DIGITAL SENSORS REGARDING ENVIROMENTAL LIGHT

DIGITAL MANAGEMENT OF SOLID WASTE



OUTCOMES:SAFETY

100% SECURITY DOES NOT EXIST

TERRORISM AS MAJOR TOURISM CONCERN

SPANISH EXPERIENCE

SENSORS IN BIG EVENTS AND CONCENTRATION PLACES

MONITORING VIDEOS IN CRITICAL AREAS



OUTCOMES:HEALTH

DIGITAL ACCES TO VISITORS MEDICAL HISTORY

PREVENTIVE HEALTH REGARDING SOLAR UV AND OTHER RISKS

BAR CODE READERS REGARDING SPECIAL FOODS (GLUTEN FREE, SUGAR FREE, FAT FREE..)

GEO LOCALIZATION OF PHARMACIES



10 FINAL REMARKS

DIGITALIZATION IS NOT OPTIONAL

TOURISM IS NOT AN EXCEPTION

TOURIST CONSUMER IS INCREASINGLY DIGITAL

A GLOBAL DIGITAL STRATEGY IS A MUST

TOURISM DESTINATIONS ARE SMART OR SIMPLY ARE NOT

A SMART DESTINATION STRATEGY IS REQUIRED

INCREASING COMPETITIVENESS NOT BASED IN PRICE

INCREASING QUALITY BASED ON SMART OFFER

PRIVATE PUBLIC COOPERATION IS KEY

LOCAL RESIDENTS ARE ESSENTIAL PART OF THE PROCESS

NO DOUBT, OUR WORLD IS AN INCREASINGLY



MANY THANKS