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 ENVIRONMENTAL 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 ACCESS 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