

Planning and Management of Sustainable Tourism Spaces

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Outline:

- 1- On The Meaning Of Smart Cities
- 2- From Smart Cities To Smart Tourist Destinations
- 3- Solutions And Use Cases
4. Case Study: Cáceres Smart Heritage

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1- ON THE MEANING OF SMART CITIES

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1- On the Meaning of Smart Cities

- Since 2010, most of the world's population lives in cities.
- Urban populations continue to increase.
- Cities face growing infrastructure pressure.
- Traditional management methods are no longer sufficient.
- Long-term, sustainable solutions are required.

1- On the Meaning of Smart Cities

- Urban growth leads to different problems.
- Smart city is a solution.
- Focus is on sustainability, energy, waste, and traffic management.
- It integrates public systems and services such as education, health, transport, and energy.
- Smart cities are future-oriented, emphasizing sustainable resource use.

1- On the Meaning of Smart Cities

- A city becomes smart through smart initiatives.
- Initiatives help manage urban challenges.
- social media, Wi-Fi, mobile apps, booking platforms, information beacons.

1- On the Meaning of Smart Cities

- Hence smart city is defined as:
- “a place where traditional networks and services are made more efficient with the use of digital and telecommunication technologies for the benefit of its inhabitants and business” (Johnson and Rickley, 2018).

1.1- The Dimensions of Smart Cities

A- Smart Economy

- A smart economy means city economic competitiveness.
- Focus on innovation and new services.
- Supports economic growth and development.



1.1- The Dimensions of Smart Cities

B- Smart Mobility

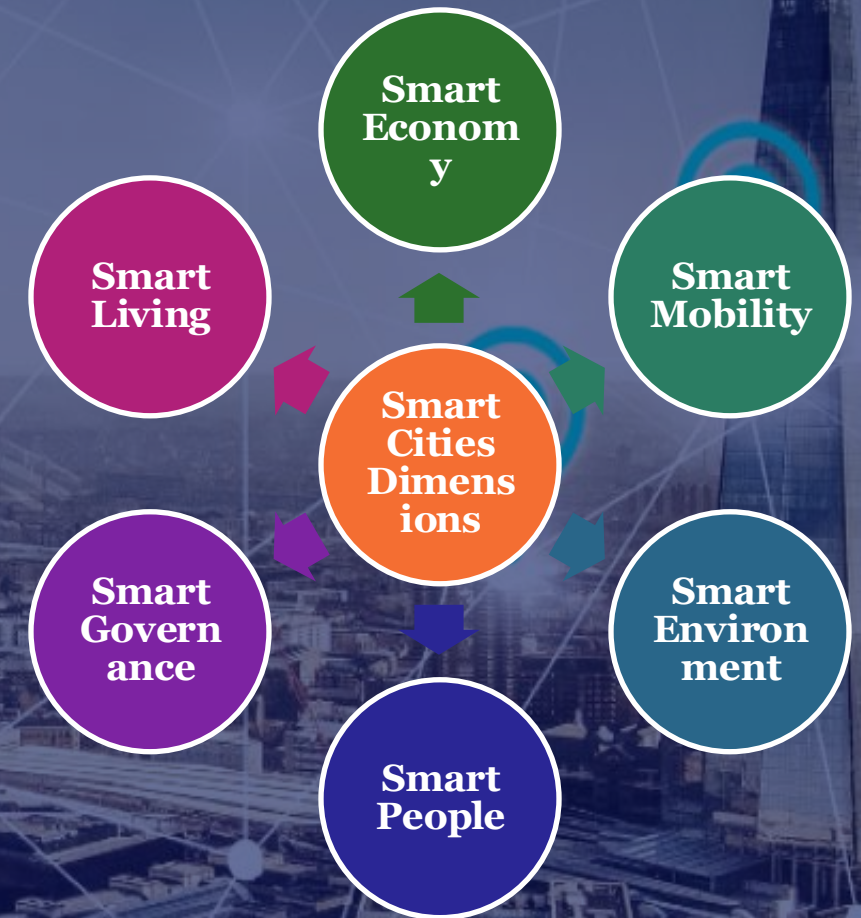
- Smart mobility relies on local accessibility and ICT networks. Includes traffic reduction and electric transport. Reduces CO2 emissions and environmental impact.



1.1- The Dimensions of Smart Cities

C- Smart Environment

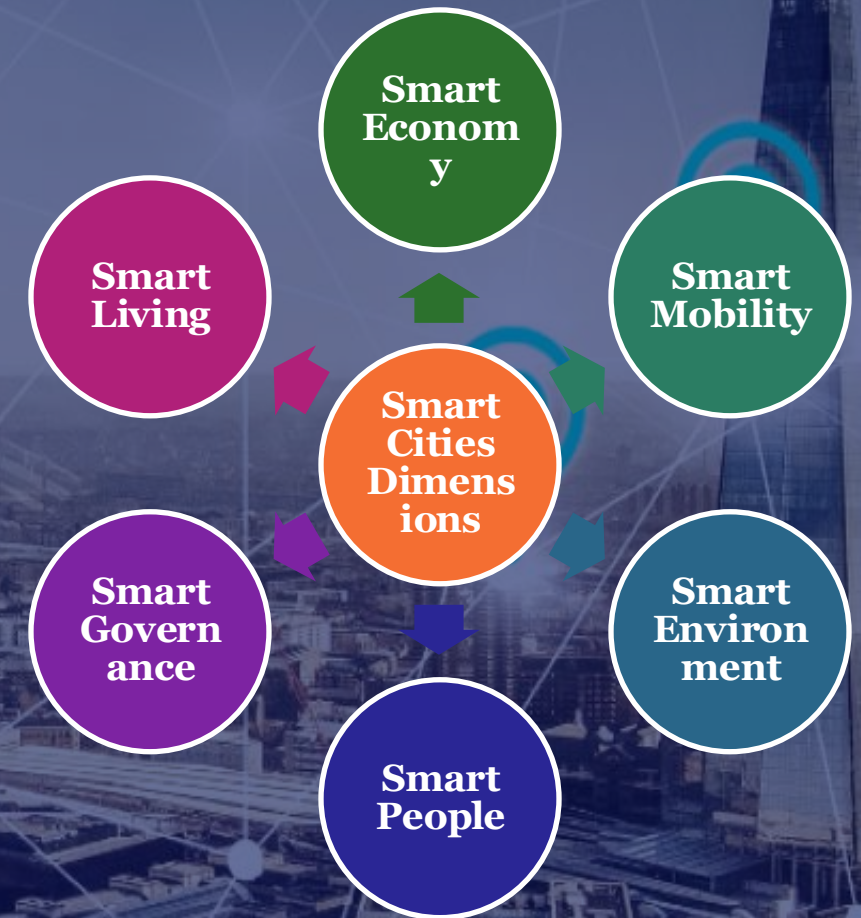
- Smart environment focuses on natural attractiveness and protection.
- Manages resources like waste, water, and energy.
- Aims to improve efficiency and sustainability.



1.1- The Dimensions of Smart Cities

D- Smart People

- Smart people reflect the skills and qualifications of citizens. Openness and social interaction are key. Well-informed citizens support efficient city systems.



1.1- The Dimensions of Smart Cities

E- Smart Governance

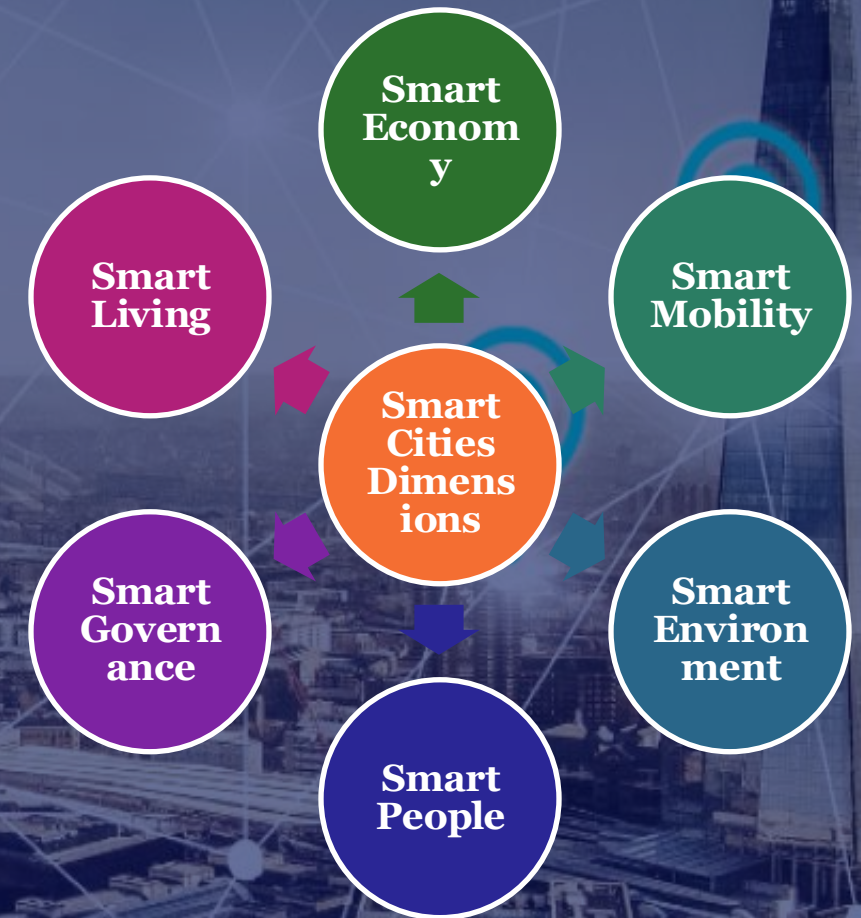
- Smart governance focuses on public participation.
- Provides efficient services to citizens.
- Ensures effective public administration.
- Promotes interaction between citizens and government.



1.1- The Dimensions of Smart Cities

F- Smart Living

- Smart living focuses on quality of life.
- Includes culture, health, safety, tourism, and housing.





2- FROM SMART CITIES TO SMART TOURIST DESTINATIONS

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2- From smart cities to smart tourist destinations

- A Smart Tourist Destination is innovative and technology-driven.
- Committed to sustainability.
- Uses information systems to analyze and understand events in real-time.
- Facilitates interaction between visitors and the environment.
- Enhances the travel experience

2- From smart cities to smart tourist destinations

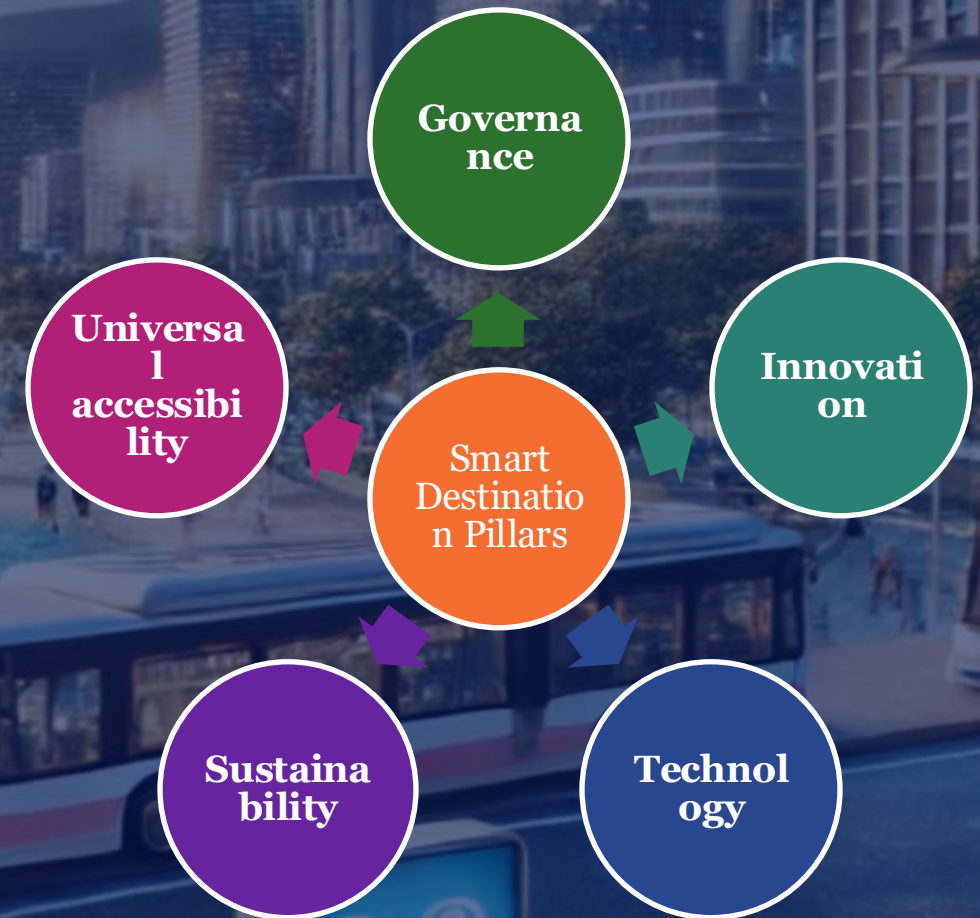
- A smart tourism destination is described as:

“successfully implements smartness which is fostered by open innovation, supported by investments in human and social capital, and sustained by participatory governance to develop the collective competitiveness of tourism destinations to enhance social, economic and environmental prosperity for all stakeholders”
(Johnson and Rickley, 2018).

2.1- The Dimensions of Smart Destination

- A Smart Destination is built on five key pillars:

- Governance
- Innovation
- Technology
- Sustainability
- Universal accessibility:



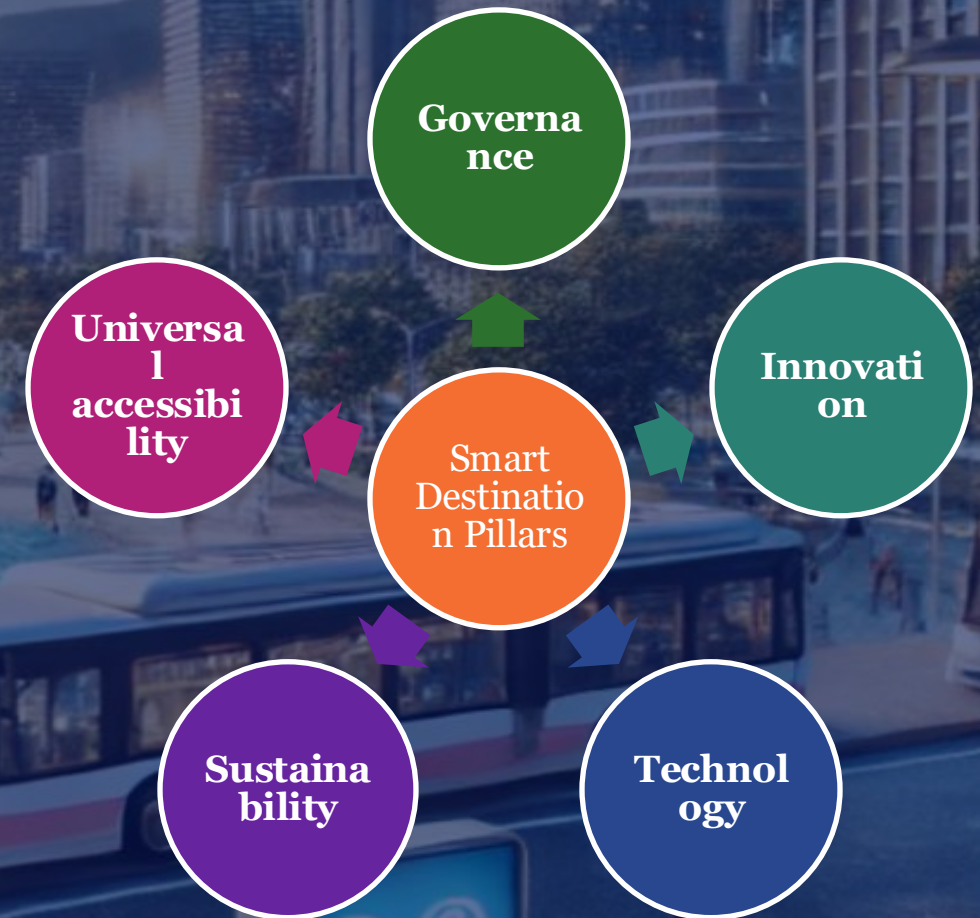
2.1- The Dimensions of Smart Destination

A- Governance

- Strong tourism governance through public-private partnerships and community support.

B- Innovation

- Continuous improvement of services, marketing, and promotion.



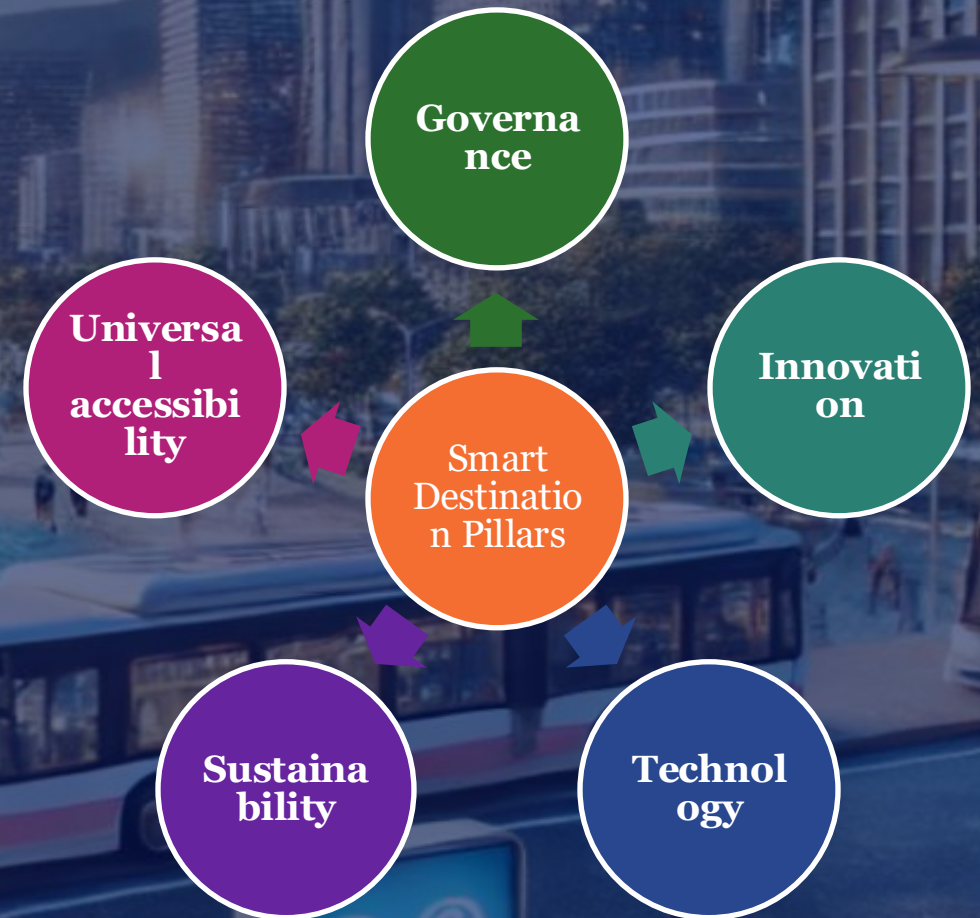
2.1- The Dimensions of Smart Destination

C- Technology

- Digital transformation across the destination.
- Tools include apps, QR codes, VR, Wi-Fi, online booking, Big Data, and AI.

D- Sustainability

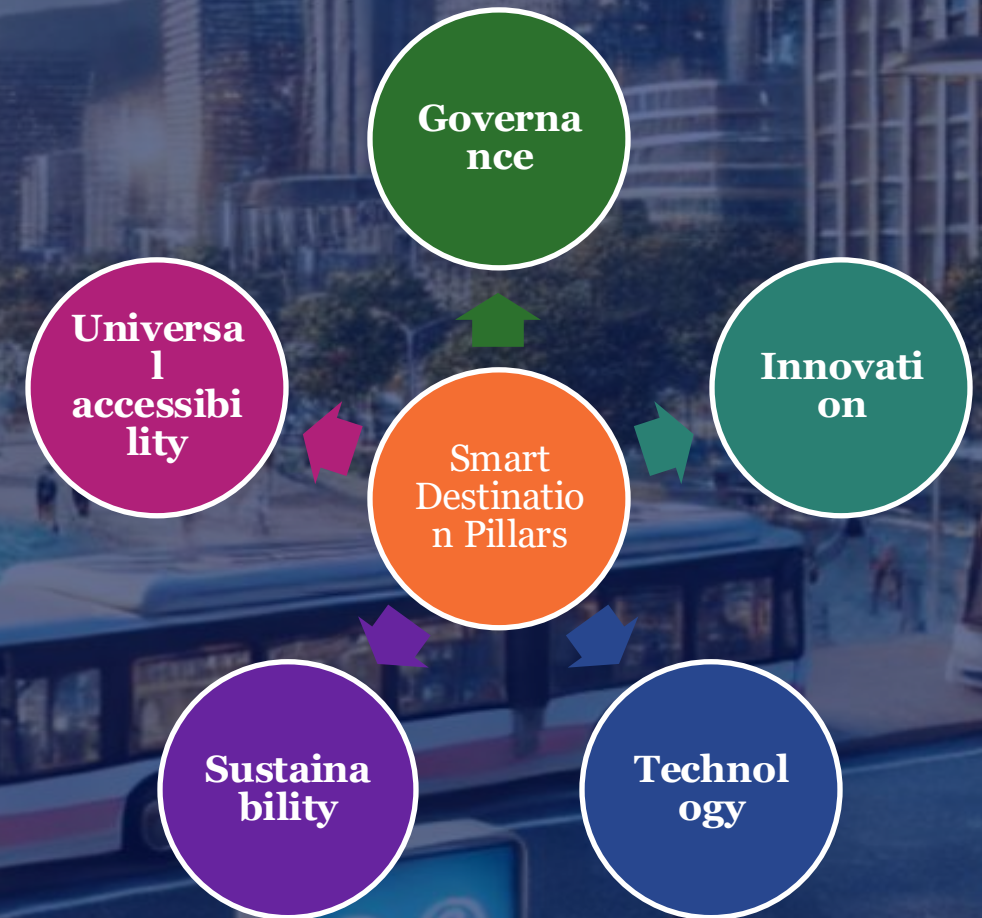
- Long-term tourism management.
- Protects local resources and quality of life.



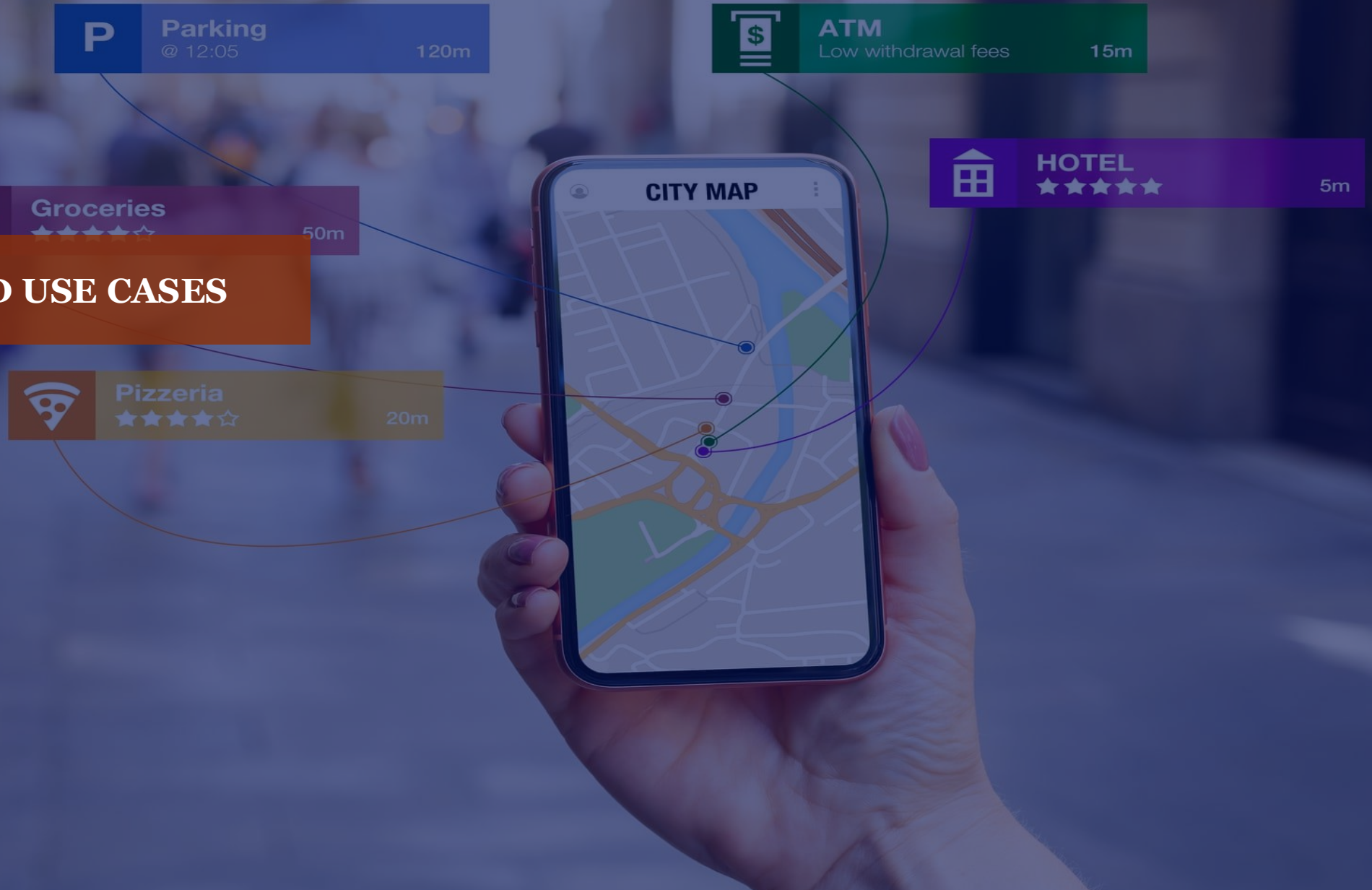
2.1- The Dimensions of Smart Destination

E- Accessibility

- Universal design for everyone. Ensures equal access to all areas and services.



3- SOLUTIONS AND USE CASES



3- Solutions and Use Cases

- Destinations build technological solutions around four pillars:

- Tourism spatial management
- Promotion and tourist relations
- Local service supply and demand management
- Tourism intelligence

3- Solutions and Use Cases

3.1- Tourism spatial management

- Ensure safe experiences for tourists.
- Focus on open spaces like beaches and parks.
- Include cultural and heritage sites.
- Address social distancing and safety needs.



3- Solutions and Use Cases

3.1- Tourism spatial management

- The solution intends to use technology to:

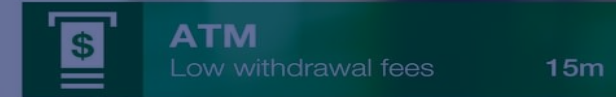
- Monitor visitor flows, environment, and resources.
- Ensure safe, sustainable, and efficient management.

This can be Applied to cultural, historical, and open spaces.

3- Solutions and Use Cases

3.2- Promotion and tourist relations

- Enhance visitor engagement.
- Deliver timely information and resources.
- Improve safety and satisfaction.



3- Solutions and Use Cases

3.2- Promotion and tourist relations

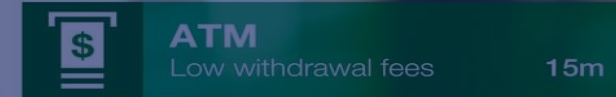
- Technological tools include, and are centered around:

- 360 Planner
- Safe and customized offer
- Safe and advanced tourist services
- Virtual immersion at the destination
- Safe tourism gamification

3- Solutions and Use Cases

3.3- Local service supply and demand management

- Destinations face rapid change.
- Competitiveness is hard to maintain.
- Management must encourage cooperation.
- Synergies increase productivity.

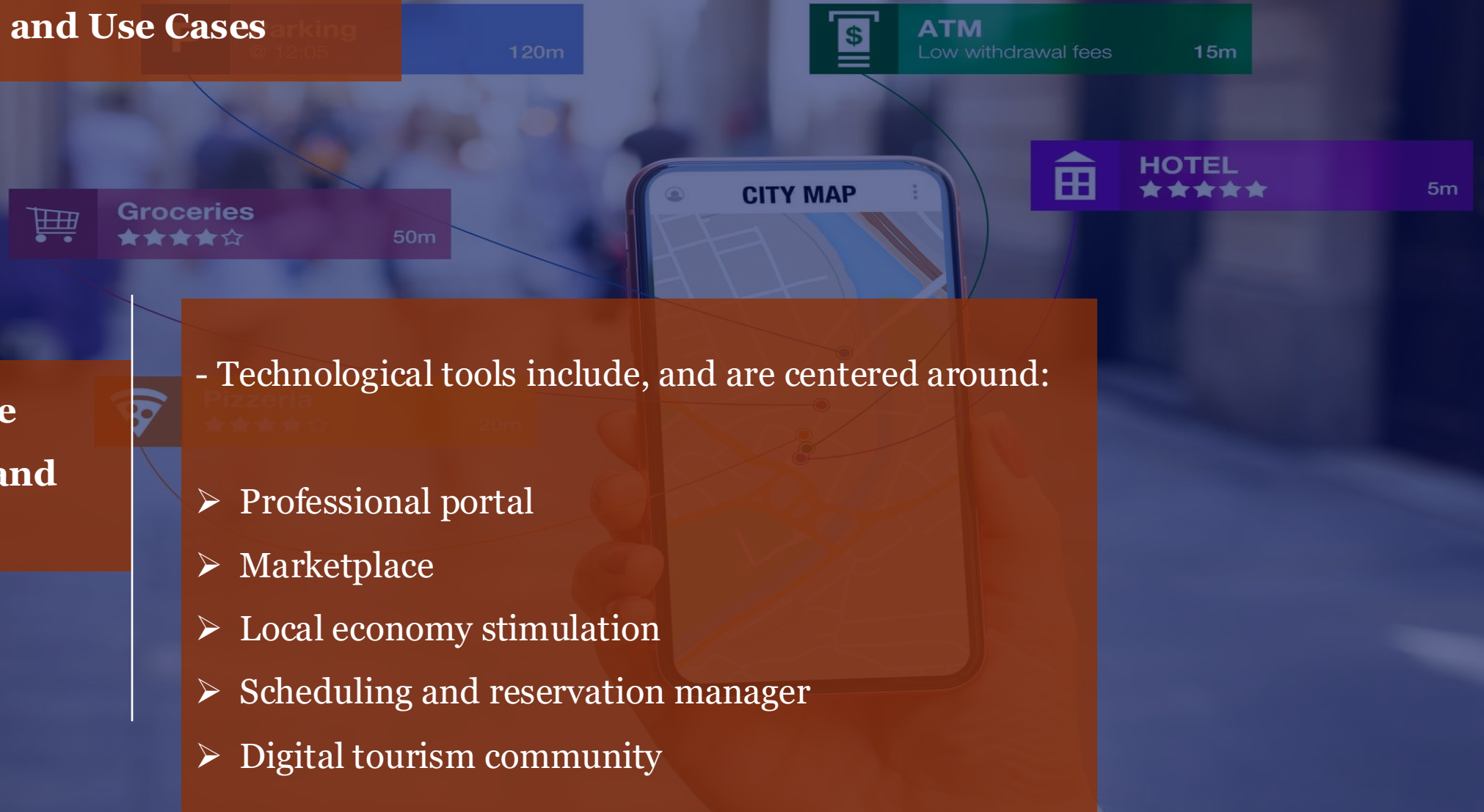


3- Solutions and Use Cases

3.3- Local service supply and demand management

- Technological tools include, and are centered around:

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



3- Solutions and Use Cases

3.4- Tourism intelligence

- The Challenge:

- Limited knowledge about visitor behavior.
- Data is fragmented and dispersed.
- Need to centralize data on origin, mobility, stay, and activities.
- Identify patterns and trends.
- Use insights to optimize services.
- Enhance tourist experience and residents' quality of life.

4- Solutions and Use Cases

3.4- Tourism intelligence

- Technological tools include, and are centered around:

- Visitor segmentation and profiling
- Visitor behaviour and mobility
- Economic impact observatory
- Safe Destination Reputation Analysis

4- CASE STUDY



5- Case Study

4.1- Cáceres smart heritage

- Managers lack key tourist data.
- Data is vital for tourism planning.
- Insights reveal city potential.
- Better strategies attract more visitors.
- Cáceres leads as a Smart Tourist Destination

5- Case Study

4.1- Cáceres smart heritage

Aim:

- Promote heritage and preserve monuments.
- Partnership with Minsait.
- Focus on better understanding visitors.
- Strategies to attract, retain, and extend stays.
- Local businesses actively involved.
- Strengthen the city's tourism and business ecosystem.

5- Case Study

4.1- Cáceres smart heritage

Integrative Model:

- Led by the Onesait Platform.
- Collects and centralizes all project data.
- Visualizes city status via Smart Destination Manager scorecard.
- Supports forecasts and unified strategies.
- Coordinates stakeholders: businesses, hotels, event managers.
- Aims to increase tourist satisfaction and length of stay

5- Case Study

4.1- Cáceres smart heritage

Intelligent Ecosystem – Cáceres

- **Counting sensors:**

- Manage capacity at main monuments for safety.

- **Cameras:**

- Monitor city squares.

- **Heritage sensors:**

- Track humidity, temperature, presence, light, water, energy, and weather for conservation.

3- Case Study

4.1- Cáceres smart heritage

Intelligent Ecosystem – Cáceres

- Tourism portal & app:

- Provide content, routes, promotions, and enhance visitor experience.

- Beacons:

- Send personalized notifications about events, guides, and monuments.

- Totems:

- Display city events, routes, stores, and restaurants.

3- Case Study

4.1- Cáceres smart heritage

Impact / Added Value – Cáceres

- Visualize city status and create integrated strategies.
- Understand tourist profiles and optimize services.
- Maintain monuments and control capacity.
- Use beacons, portals, and apps for tourism strategies.

3- Case Study

4.1- Cáceres smart heritage

Select a case study that describe the use of digital tools in a Smart Tourist Destination and identify:

- **The main objectives of using a digital tool.**
- **The key impacts of using digital tools in smart tourist destinations**

Thank you



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