



SEGITTUR
turismo e innovación



DRIVING INNOVATION IN TOURISM



INDEX

WHO WE ARE -
SEGITTUR

SMART PLATFORMS:
GUIDE FOR TOURISM
DESTINATIONS

SMART TOURISM
DESTINATION

SMART DESTINATION
PLATFORM

WHO WE ARE SEGITTUR

01

WHO WE ARE



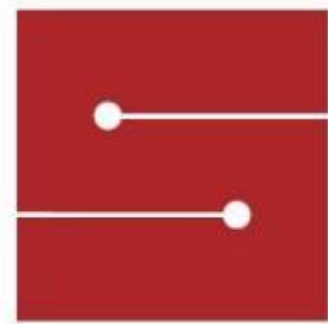
SEGITTUR: **State-Owned Company** for Tourism Innovation and Technology Management, under the Ministry of Industry and Tourism, and attached to the State Secretariat for Tourism.



To **enhance innovation** (R&D&i) in the Spanish tourism sector, bridging public and private efforts.



- **Foster** digital transformation in tourism.
- **Promote** sustainable tourism development.
- **Support** entrepreneurs and innovative SMEs.



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SMART PLATFORMS: GUIDE FOR TOURISM DESTINATIONS

INTERNATIONAL FRAMEWORK FOR THE DEVELOPMENT OF SMART PLATFORMS IN TOURISM DESTINATIONS



UN Tourism



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02

SMART PLATFORMS: **GUIDE** FOR TOURISM DESTINATIONS INTERNATIONAL CONTEXT



U4SSC (United for Smart Sustainable Cities) – **initiative** coordinated by **ITU** within **WG7 City Platforms**, led by **UN Tourism** and **SEGITTUR**.



Purpose of the Guide: to provide a global and **adaptable framework** so that any destination can design and implement its own smart platform.



Case studies included: Spain, Incheon (South Korea), Itamonte (Brazil), Fukui (Japan), San Gimignano (Italy), Saudi Arabia.

Case Studies Locations



02

SMART PLATFORMS: GUIDE FOR TOURISM DESTINATIONS

THE **CHALLENGES** AND THE SOLUTION

Tourism Challenges



02

SMART PLATFORMS: GUIDE FOR TOURISM DESTINATIONS

PILLARS AND ARCHITECTURE

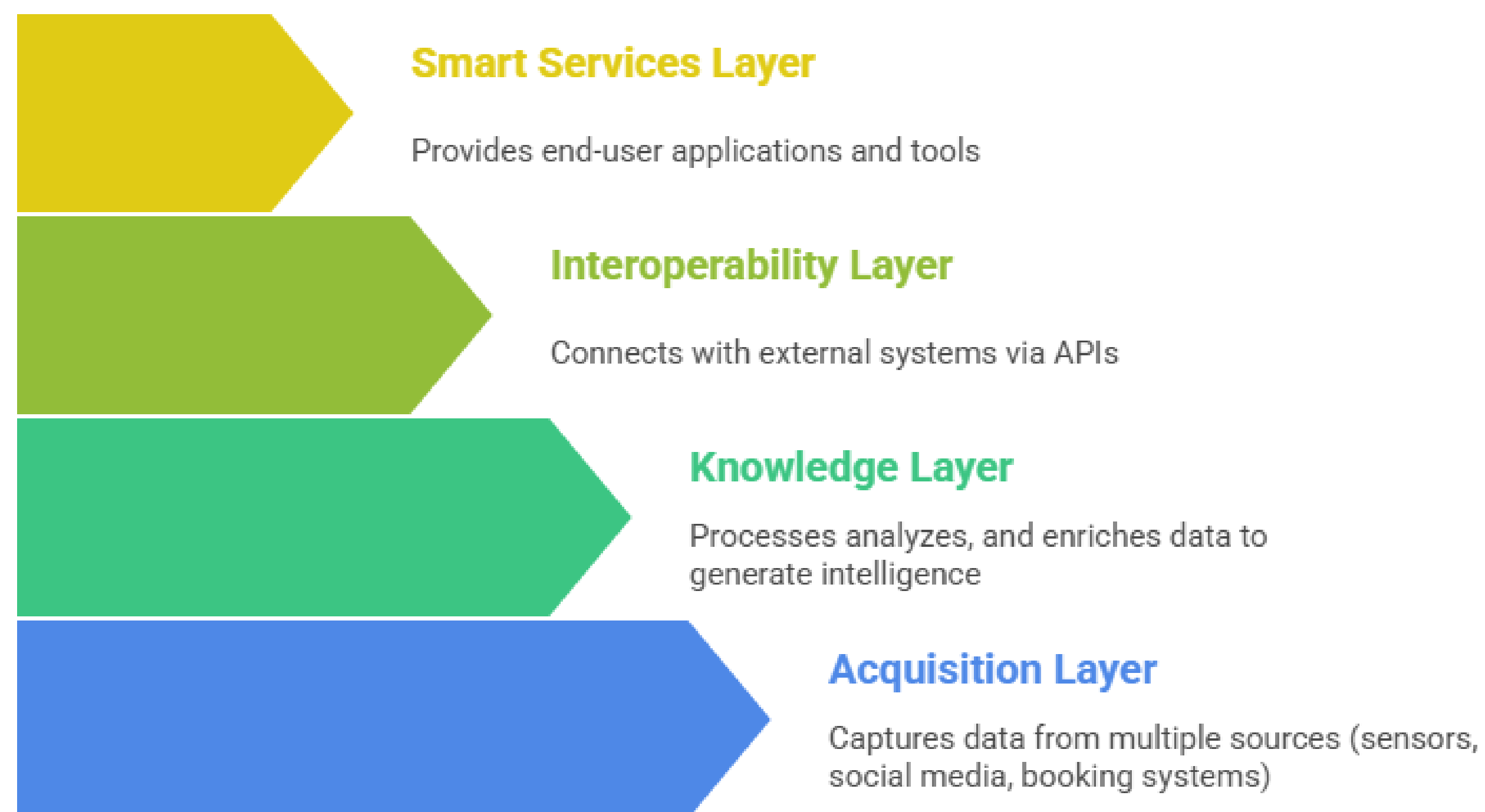
The 5 pillars



SMART PLATFORMS: GUIDE FOR TOURISM DESTINATIONS

PILLARS AND ARCHITECTURE

TECHNOLOGICAL ARCHITECTURE (simplified model)



02

SMART PLATFORMS: GUIDE FOR TOURISM DESTINATIONS

BENEFICIARIES

1



Data-driven
management and
anticipation of
challenges.

**Destination
Managers**

2



Democratized
access to data and
market intelligence.

Businesses

3



Better services and
reduced negative
impacts.

Residents

4



Personalized,
seamless, and safe
experiences.

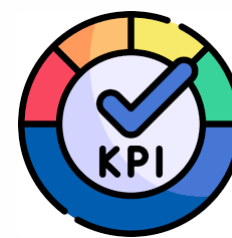
Tourists

02

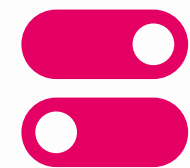
SMART PLATFORMS: GUIDE FOR TOURISM DESTINATIONS IMPACT AND ROADMAP



DIRECT CONTRIBUTION TO **SDGs**: 8, 11, 12, 17.

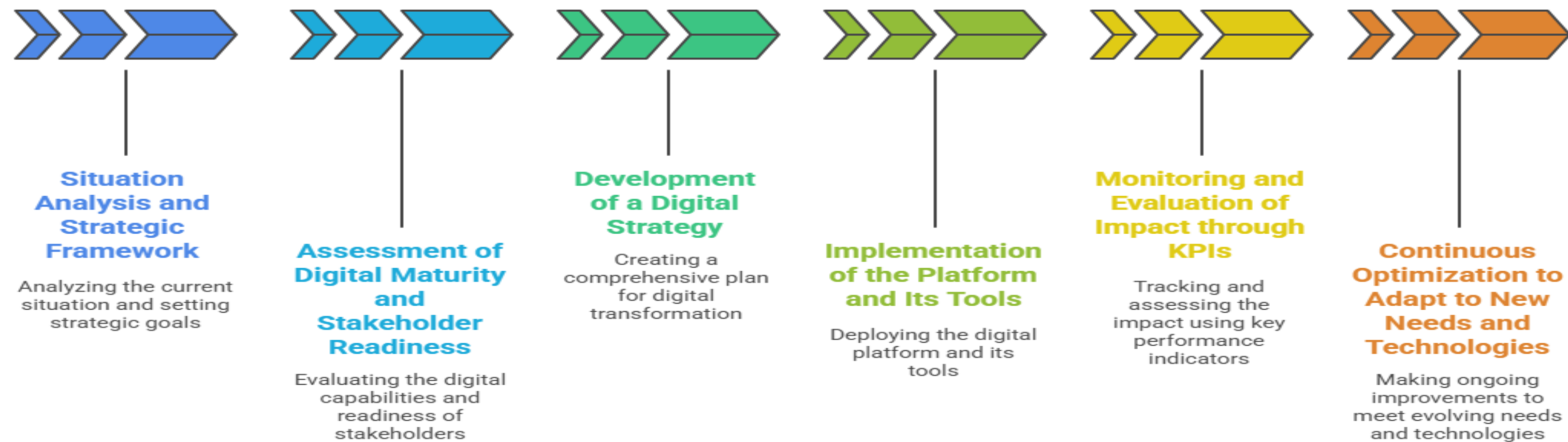


THEY ENABLE MONITORING OF TOURISM'S ECONOMIC, SOCIAL, AND ENVIRONMENTAL IMPACT THROUGH INTERNATIONALLY ALIGNED **KPIs**



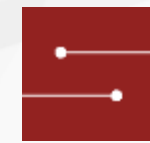
BEYOND TECHNOLOGY: A SHIFT TOWARD PROACTIVE AND SUSTAINABLE GOVERNANCE

6 phases of implementation





UN Tourism



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Table of Contents

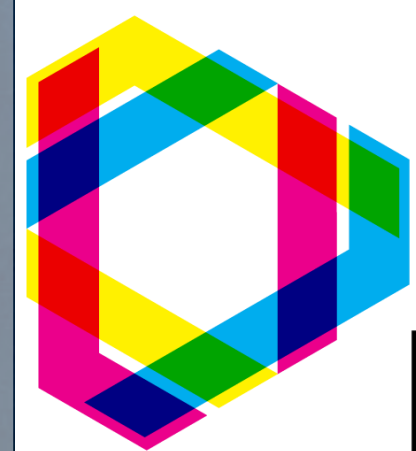
1. Executive summary	5
1.1. Overview of Smart Destination Platforms (SDP)	5
1.2. Objective of the guide	14
1.3. Vision and scope	16
2. Context and objectives	17
2.1. Definition of a Smart Destination.....	17
2.2. Key elements of Smart Destination Governance.....	20
3. Governance and collaboration models	28
3.1. Governance Framework for Smart Destinations	28
3.2. Coordination mechanisms	29
4. Platform Architecture, Data Management, and Services.....	33
4.1. Integrated Platform Architecture for Smart Destinations	33
4.2. Common Services of a Smart Destination Platform.....	36
4.3. Data Infrastructure and Management	39
4.4. Data Spaces: knowledge, sharing, and experimentation	43
4.5. Data Security and Privacy	43
5. Roadmap for Digital Transformation of Smart Destination Platforms	47
5.1. Phases of the Digital Transformation	47
5.2. Evaluation of Digital Maturity	50
5.3. Indicators for measuring platform impact.....	55
5.4. Strategic recommendations and conclusion.....	63
6. Global best practices and Use cases	63
6.1. Spain	63



6.2. Incheon, Republic of Korea	79
6.3. Itamonte, Brazil	89
6.3.6. Challenges and lessons learned	93
6.4. Fukui, Japan	95
6.5. San Gimignano, Italy.....	106
6.6. Saudi	112



Work in progress



**Destino Turístico
Inteligente**

SEGITTUR'S SMART
TOURISM DESTINATION
(STD) MODEL

METHODOLOGY



TECNOLOGY

ASSESSMENT of the 5 pillars

The Smart Tourism Destination (STD) model is based on:

97 requirements

261 indicators/KPIs

SUSTAINABILITY

38 Requirements
116 Indicators

GOVERNANCE

12 Requirements
26 Indicators

TECHNOLOGY

21 Requirements
62 Indicators

ACCESSIBILITY

17 Requirements
43 Indicators

INNOVATION

9 Requirements
14 Indicators

03

680

Members

501

Destinations

86

Institutions

86

Companies

7

International
observers



THE NETWORK IN NUMBERS

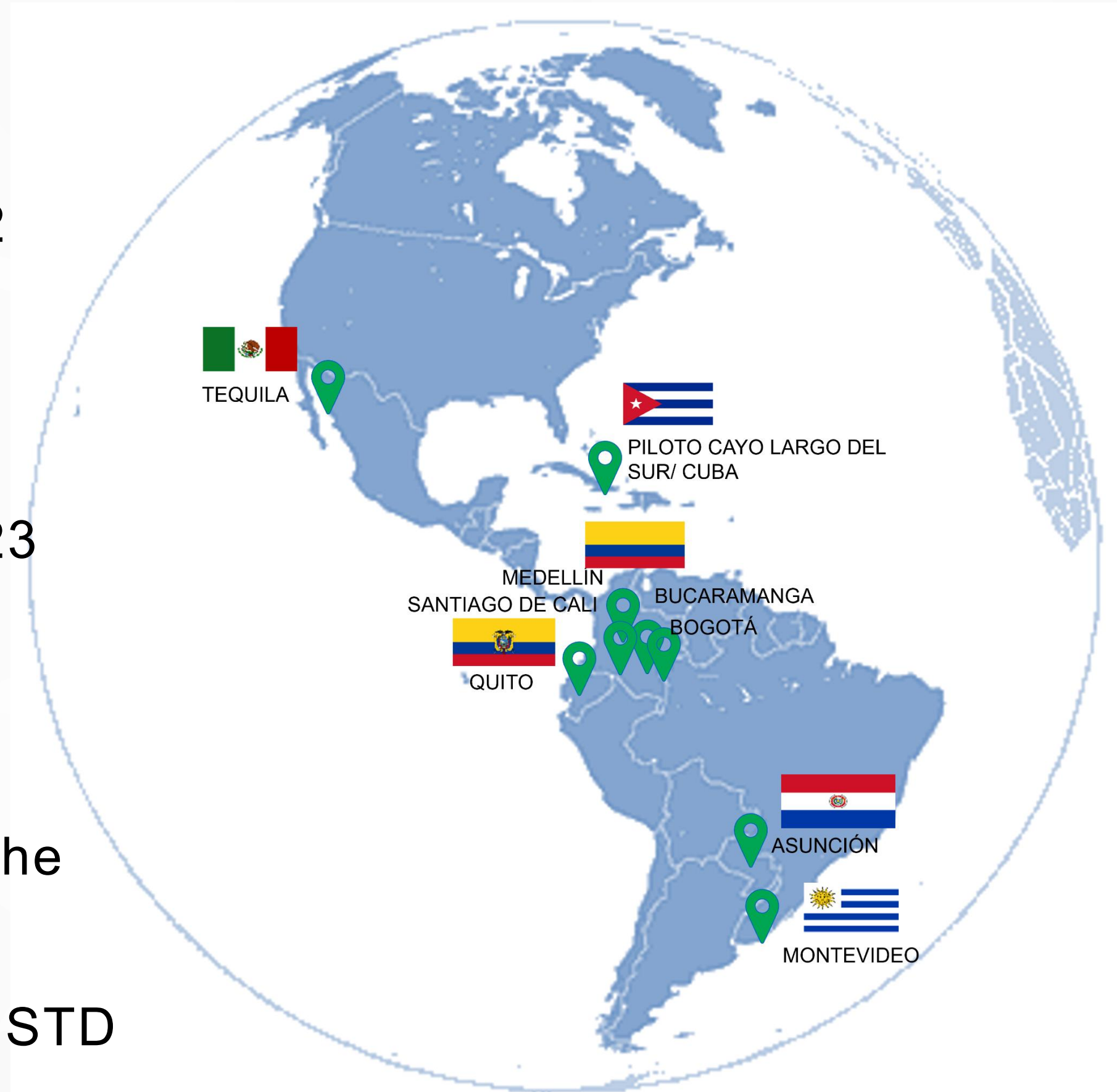
03

Ibero- American destinations with the SDT model implemented

- **Tequila (México)** – 2016
Reviewed in 2018, 2020 (Full STD) and currently
- **Medellín (Colombia)** – 2020
Reviewed in 2022 (Full STD)
- **Bogotá (Colombia)** – 2021
Reviewed in 2023 (Full STD)
- **Santiago de Cali (Colombia)** – 2022
- **Asunción (Paraguay)** – 2022
- **Bucaramanga (Colombia)** – 2023
- PILOT: **Cayo Largo del Sur, (Cuba)** -2023
- **Montevideo (Uruguay)** – 2023
Review scheduled for 2024
- **Quito (Ecuador)** – 2024

4 NEW DESTINATIONS, THREE NEW COUNTRIES (2025)

- Contract with the **Ministry of Foreign Trade and Tourism of Peru** for the transfer of the Spanish STD model, with **3 pilot destinations**.
In progress: Arequipa (Perú)
- Contract with **GIZ (German Cooperation)** for the implementation of the STD model in:
La Antigua (Guatemala)
Ciudad Colonial (Dominican Republic)
- Contract signed with the destination **Cancún (Mexico)**



**9 DIAGNOSED
DESTINATIONS IN
6 COUNTRIES**

SPANISH

**SMART
DESTINATION
PLATFORMS**



PLATAFORMA
INTELIGENTE DE
DESTINOS



Financiado por
la Unión Europea
NextGenerationEU



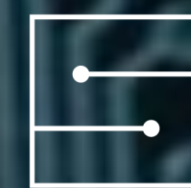
GOBIERNO
DE ESPAÑA

MINISTERIO
DE INDUSTRIA
Y TURISMO

SECRETARÍA DE ESTADO
DE TURISMO



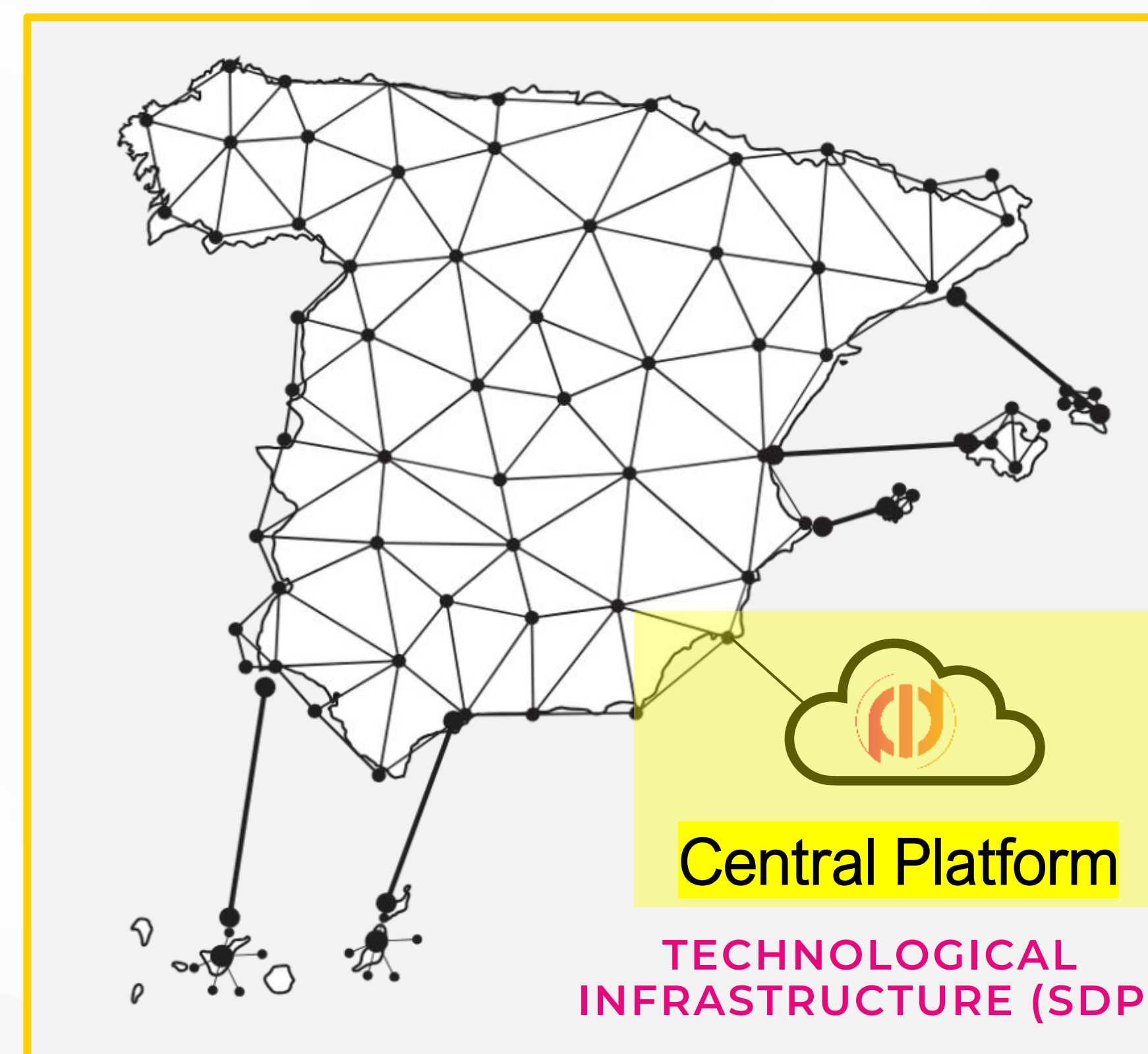
Plan de
Recuperación,
Transformación
y Resiliencia



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OUR VISION has evolved

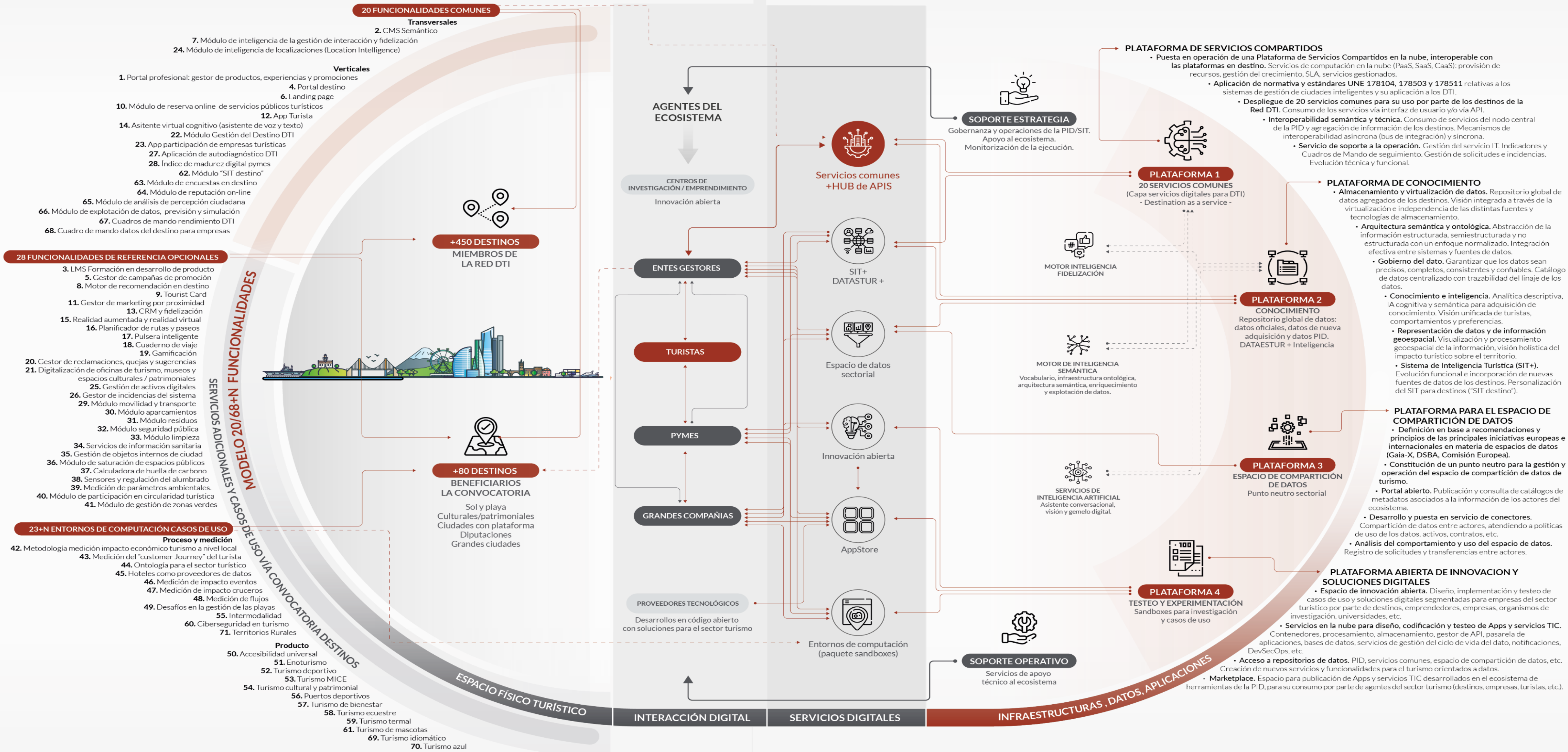
From isolates points... to a connected network of SDP



**Adaptation to two speeds
(big vs small ones)**

VISIÓN HOLÍSTICA DE LA PLATAFORMA INTELIGENTE DE DESTINOS

INFRAESTRUCTURA, APLICACIONES Y DATOS DEL NODO CENTRAL DE LA PID



Interoperabilidad / Horizontalidad / Rendimiento / Escalabilidad / Robustez y Resiliencia / Seguridad / Modularidad / Continuidad operativa/disponibilidad / Capacidad de Recuperación / Flexibilidad / Extensibilidad / Semántica / Capacidades Big Data / Basada en estándares abiertos / Evolucionable / Integral / Operable y gestionable / Accesible.

02

ONTOLOGY

Interoperability:

we need a
common
language

MODELO DE INTERACCIÓN OFERTA-TURISTA-DESTINOS ONTOLOGÍA DEL DOMINIO DEL TURISMO

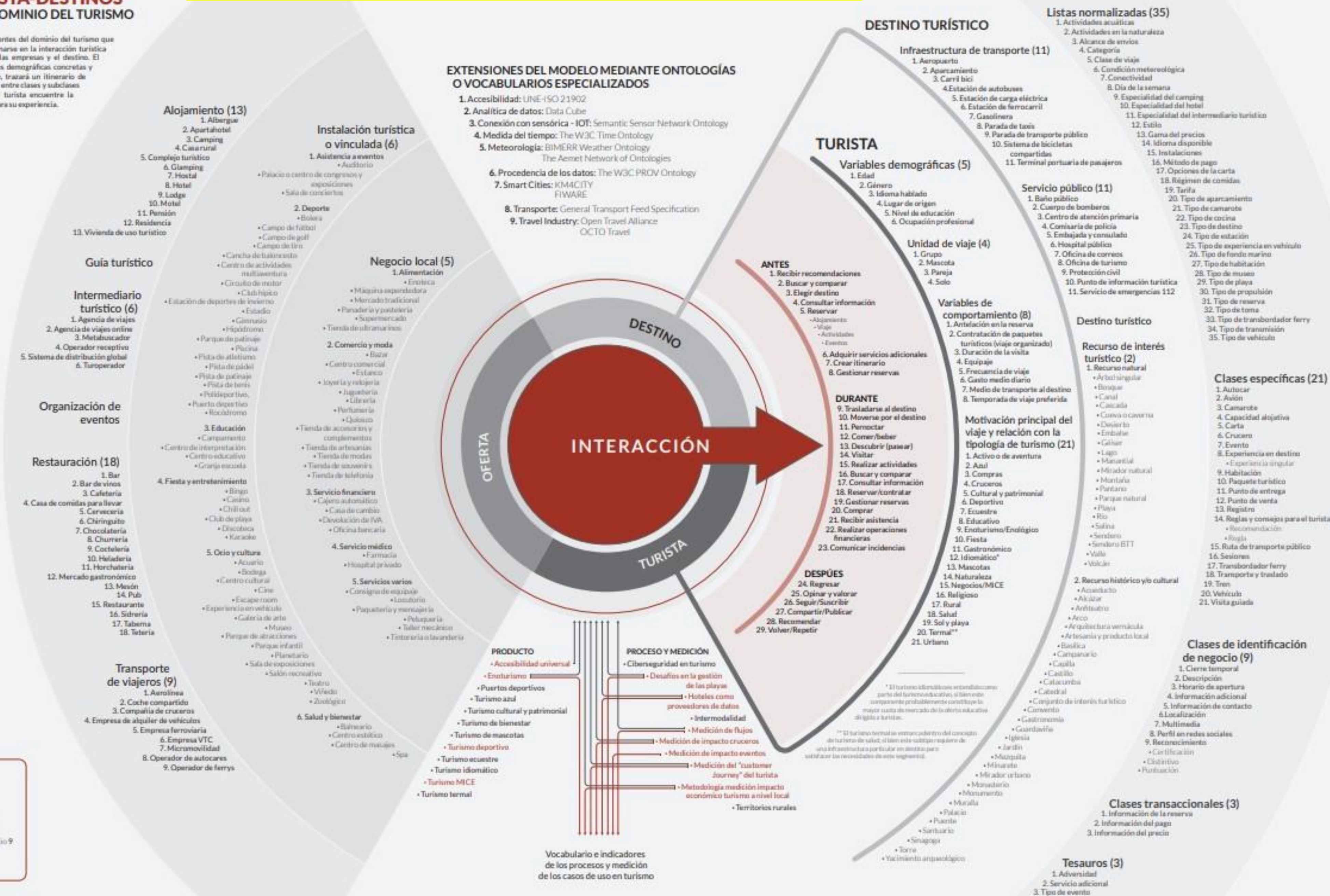
La infografía muestra los componentes del dominio del turismo que intervienen y cómo deben relacionarse en la interacción turística que se produce entre el turista, las empresas y el destino. El turista en relación a unas variables demográficas concretas y una motivación principal del viaje, trazará un itinerario de consumo específico. Las relaciones entre clases y subclases facilitarán a las máquinas que el turista encuentre la información relevante necesaria para su experiencia.

ALCANCES

Tipologías de turismo 21
Interacción 29
Clases principales 12
Subclases 81
Subclases de segundo nivel 136
Clases específicas 21
Clases de identificación de negocio 9
Clases transaccionales 3
Listas normalizadas 35
Tesauros 3

[HTTPS://ONTOLOGIA.SEGITTUR.ES/](https://ontologia.segittur.es/)

Versión 10



PLATAFORMA INTELIGENTE DE DESTINOS

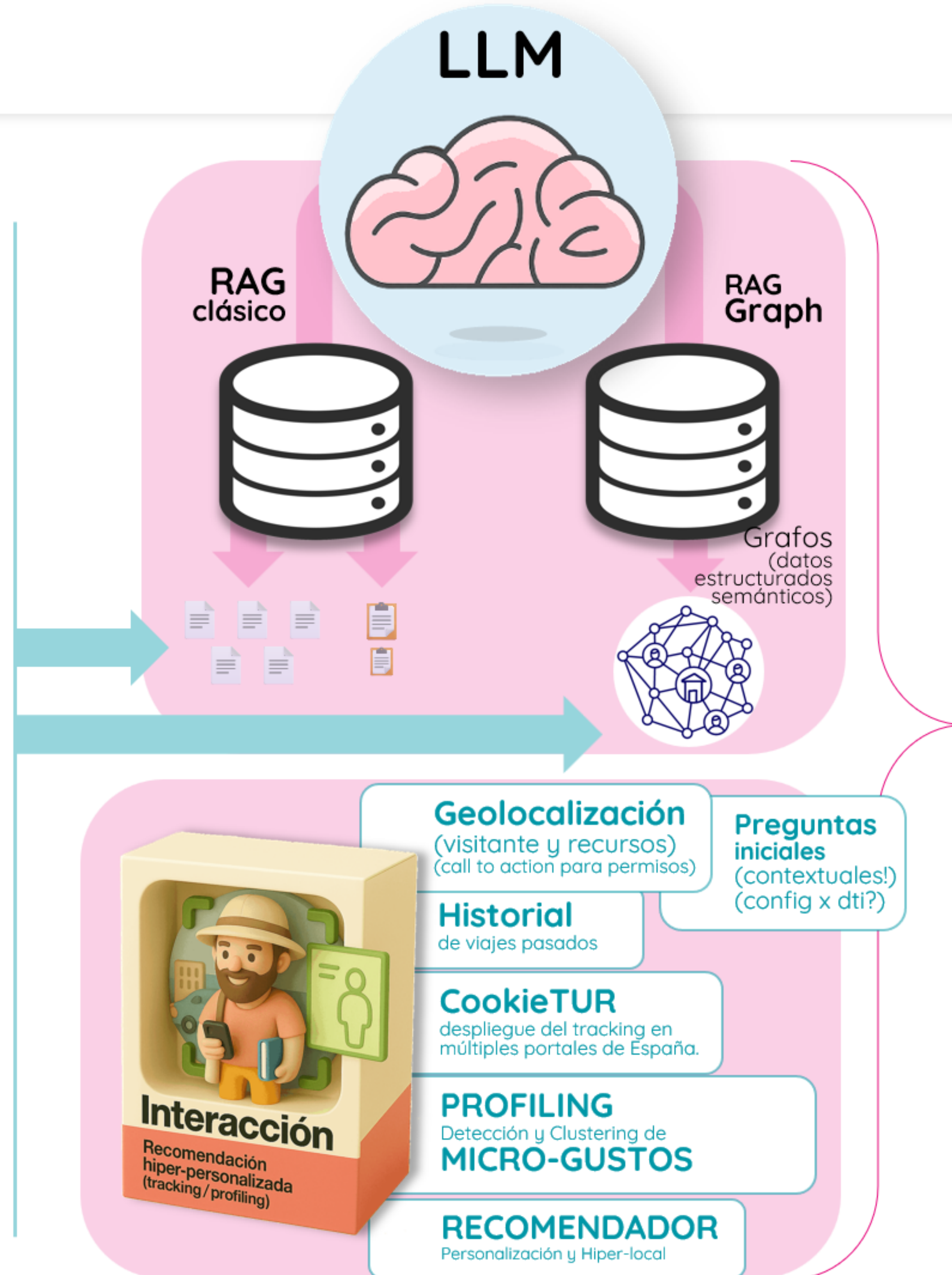
info Recursos/experiencias/...



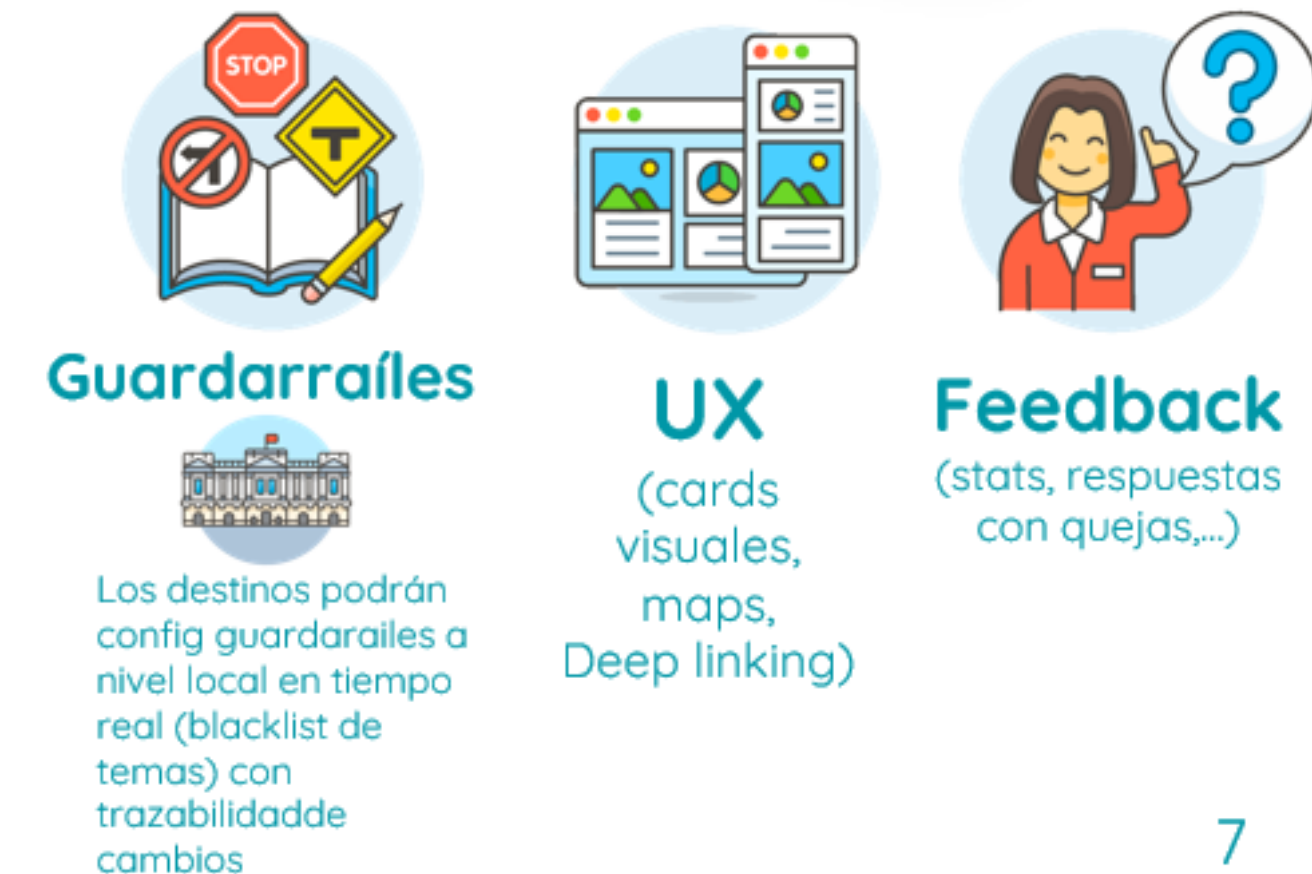
Contenidos de alto valor (específicos por destino)



info Contextual / Real Time



Antes / DURANTE / después



TOURISM SUSTAINABILITY AND THE ROLE OF THE SMART DESTINATION PLATFORM

TOURISM SUSTAINABILITY

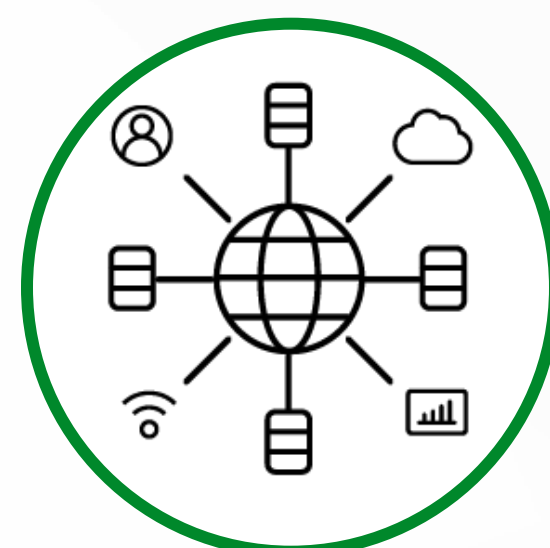
In line with Spain's 2030 **Sustainable Tourism Strategy**, the Smart Destination Platform is a new digital public infrastructure that will contribute to strengthening **tourism sustainability** in its **three dimensions**.



CENTRAL NODE OF THE SMART DESTINATION PLATFORM



TO PROMOTE A **BALANCED INTERACTION MODEL** BETWEEN THE DESTINATION, BUSINESSES, VISITORS, AND RESIDENTS.



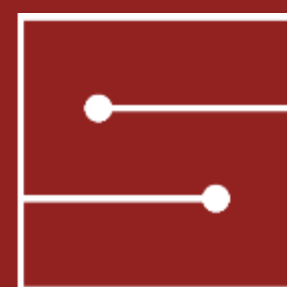
TO ACCELERATE THE **DIGITAL TRANSFORMATION** OF THE TOURISM ECOSYSTEM AND **CONNECT DESTINATIONS, BUSINESSES, AND VISITORS** THROUGH A **UNIFIED OPERATIONS CENTER**



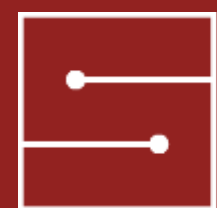
TO PROVIDE **COMMON DIGITAL SERVICES** FOR **DESTINATION MANAGEMENT (PID)** TO **ENHANCE THE COMPETITIVENESS** OF THE TOURISM ECOSYSTEM

谢谢大家

THANK YOU



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