What are the main challenges that tourist destinations must face?

1. Adoption of new technologies to attract new tourists to the destination.
2. Improve efficiency in managing the destination mitigating the pressure of tourism on city services.
3. Promote coexistence between citizens and tourists and boost trade through segmentation and communication strategies.
4. Influence the behavior of visitors and promote tourism flows throughout the year avoiding seasonality.
5. Encourage tourists to repeat the destination and act as prescribers.

Incorporate technology throughout the tourist’s travel cycle. Before, during and after the trip.

**Before**
Make available to the public information about the destination (texts, photos, audios, infographics, maps...), products and services or even opinions from visitors who have already been there, differentiates the destination and influences their choice by tourists.

**During**
Visitors seek different experiences based on their profile (leisure, culture, adventure, shopping, etc.). A good strategy is to be able to take appropriate segmentation measures and know the different profiles to offer a personalized package.

**After**
Knowing the degree of satisfaction of tourists allows applying systems of continuous improvement and develop new loyalty systems. In addition, it will also favor that tourists repeat the destination or become a prescriber.

**Characteristics:**
- It combines several sources of information simultaneously to perform a multi-variable analysis.
- Represents the core integrator of an intelligent tourism project, due to its interconnection capacity among multiple components offering a unique vision for managing the destination.
- It facilitates decision making and allows greater control over processes.
- Maximizes the efficiency of municipal services according to the needs detected.
- Offers an integral dashboard that provides indicators of all installed verticals and some municipal systems.

NEC Smart Tourism Platform
It is a multi-channel platform that provides end-to-end capacity for management, monitoring and control of the entire ecosystem of the destination, including both services provided directly by the Administration and those provided by external concession companies, thus offering interoperability with data and services from third parties platforms. In addition, it allows to reuse information making it available to citizens and tourists.
Digital Information Points

Through proximity marketing, the Administration can promote trade by launching marketing campaigns with offers and discounts that both citizens and tourists receive on their Smartphone.

The great advantage of proximity marketing is that it allows the public to be segmented according to its location, achieving greater effectiveness when impacting at the right time and fostering interest in the brand or the campaign.

Through small devices called “beacons” you can connect with visitors devices through bluetooth technology to send promotional messages, thus helping them to know the most important points of the city, establish the most attractive routes, improve the experience during their stay or offer information about products, services and places. It is possible to deliver audio, video or image messages to attract visitors to facilities or establishments.

In museums, for example, information can be offered according to established routes or using the location where visitors are located.

Public Wi-Fi

Offer free Wi-Fi in tourist places such as information offices, beaches, museums, etc. Enables the development of online marketing activities. It also allows the Administration:

- Get mobility heat maps in real time
- Differentiate between new visitors and frequent visitors
- Know the average visit time according to the place or person
- Know the behavior of the public to prepare plans for self-protection against major events or implement mobility improvements

Through a captive portal you can show offers to visitors or encourage them to download the tourist application of the destination, while collecting information about visitors to customize their experience.

Detection & Counting of people

Through the use of public Wi-Fi and proximity marketing it is possible to determine the occupation of a certain place, the traceability of the route taken by tourists, their behavior at the destination, determine how much time is spent at the destination and which are the most transited.

Public Wi-Fi is well received by citizens and tourists, although in terms of analysis there is a certain margin of error, since there may be individuals who can not be detected because they do not carry a mobile phone, for example children or elderly, or because they do not have the wi-fi option activated, or even if they carry more than one Smartphone (double counting).

The same happens with beacons because in this case, in order to recognize a device, individuals must take them with Bluetooth option activated. To correct these deviations, complementary technologies such as sensors can be deployed.

Digital Information Points

Digital panels or totems that can be placed both indoors (tourist offices, shopping centers, museums and cultural centers, etc.) and outdoors (at routes stop points , stations and public transport stops, etc.).

Its mission is to offer tourist information 24/7 to inspire visitors about tourism options, information is usually organized by topics (about time, events and cultural agenda, opening and closing times, real-time information about transport public and municipal services, maps and points of interest, restaurants and places, etc.).

In addition, they can present additional functionalities such as incorporating NFC tags and QR codes for the translation of texts into multiple languages, or expand information on a point of interest, offer charging points for mobile devices by solar charging or even act as a Wi-Fi hotspot.

Sentiment analysis & Tourism Flows

Capture, filter and analyze all the information about a tourist destination in real time, from multiple sources such as social networks, specialized portals such as TripAdvisor and Booking and credit card entities makes possible to know the tourist, his preferences, how much he spends in the destination and the time that remains in it.

Draw a complete profile of each visitor registering their behavior in each decision phase, from the inspirational moment of the trip, through the search and comparison of prices, to their reservation pattern, behavior and spending at the destination.

What indicators can be obtained?:

- Analysis of mentions by countries of origin and even disaggregated by regions within each country.
- Analysis of the main tourist attractions.
- Analysis of spending at destination through credit and debit cards disaggregated by origins and expenditure categories, being able to know for example which countries spend more in the destination, the average expenditure per visitor, or even how much German visitors spend on restoration.

In short, know what are the attributes, attractions and tourism products that are attracting more visitors to the destination during different times of the year.

Tourist Portal / App

The current tourist uses the web as the main source of information when it comes to inspiring and planning his trip, for this reason, it is important to have a web page or specific portal dedicated to tourism, where visitors of multiple nationalities can consult information before, during and after the trip in their own language.

The portal together with the mobile applications improve the experience of tourists and citizens by offering information in real time, so it is possible to configure tour packages according to the tastes or characteristics of the visitors, propose routes in the destination, offer information about the heritage, maps , audio guides, etc.

The public administration can conduct satisfaction surveys and allow users to leave comments in order to assess their level of satisfaction and detect points of improvement in the services offered, forming a bidirectional communication channel and at the same time make available the data managed by the Administration so that citizens, tourists and companies can reuse them.