

# **SMART STAY SANTIAGO DE COMPOSTELA**



**Group 3: Cindy Aprilia, Niurguiana Borisova,  
Anel Mengdigali, Mercy Bamiduro**



**Cohort 2**

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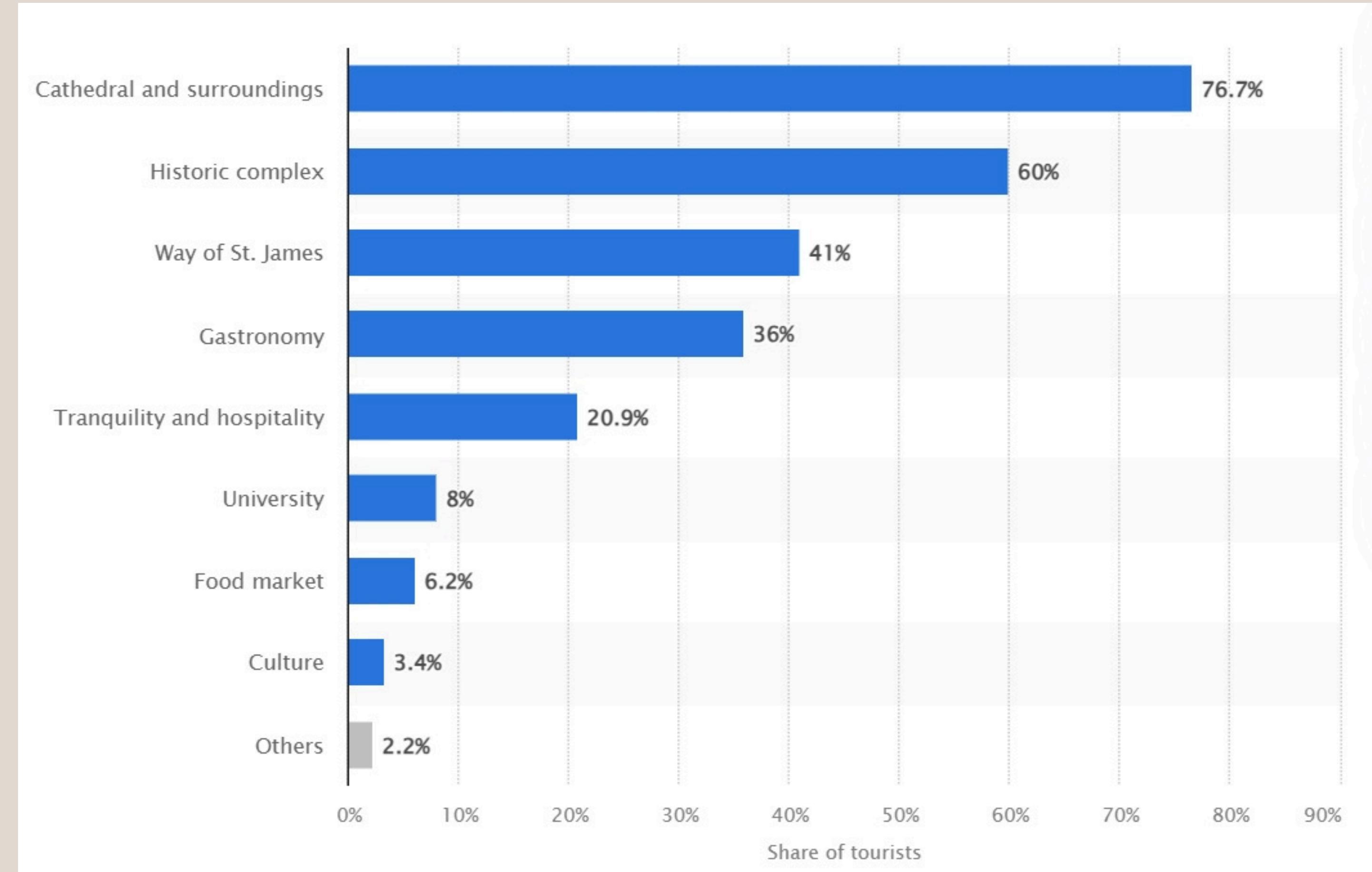
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# THE TOURISM OF SANTIAGO DE COMPOSTELA

Santiago de Compostela, the capital of the Galicia region, is a historic city in northwest Spain, renowned as the culmination point of the Camino de Santiago pilgrimage route, which ends at the impressive Cathedral of Santiago de Compostela. The city is a major cultural and spiritual destination, attracting many visitors.



# MAIN TOURISM REASONS IN SANTIAGO DE COMPOSTELA IN 2016



Statista. (2017). Main reasons to visit Santiago de Compostela in Spain in 2017. Retrieved from <https://www.statista.com/statistics/774852/main-reasons-to-visit-santiago-de-compostela-spain/>

# THE PROBLEMS

However, issues have arisen with tourists staying in **non-regulated apartments**, leading to problems such as noise and waste. A solution is needed to **record and regulate tourist apartments** to address these concerns.

*Non-regulated tourists apartments = Places own by private people that not listed as places for tourists can stay. Non-regulated apartments do not pay city tax and hard to be tracked when there are complaints.*

REGULATORY NON-COMPLIANCE

INEFFICIENT MONITORING

**PROBLEM  
DEFINITION**

ABSENCE OF A TECHNOLOGY INTEGRATION



**Smart  
Stay  
Santiago**

## SOLUTION RATIONALE

A digital platform that simplifies the process of registering and verifying tourists in city accommodations. This system ensures they meet local regulations and provides additional benefits that improve their overall experience in the city.

# STAKEHOLDERS

01 Tourists

02 Local Government and Municipal Administration

03 Owners of Tourist Apartments and Other  
Accommodations

04 Local Partners

# MAIN FEATURES

01

Tourist Registration

02

Municipality Verification

03

Local Business Integration

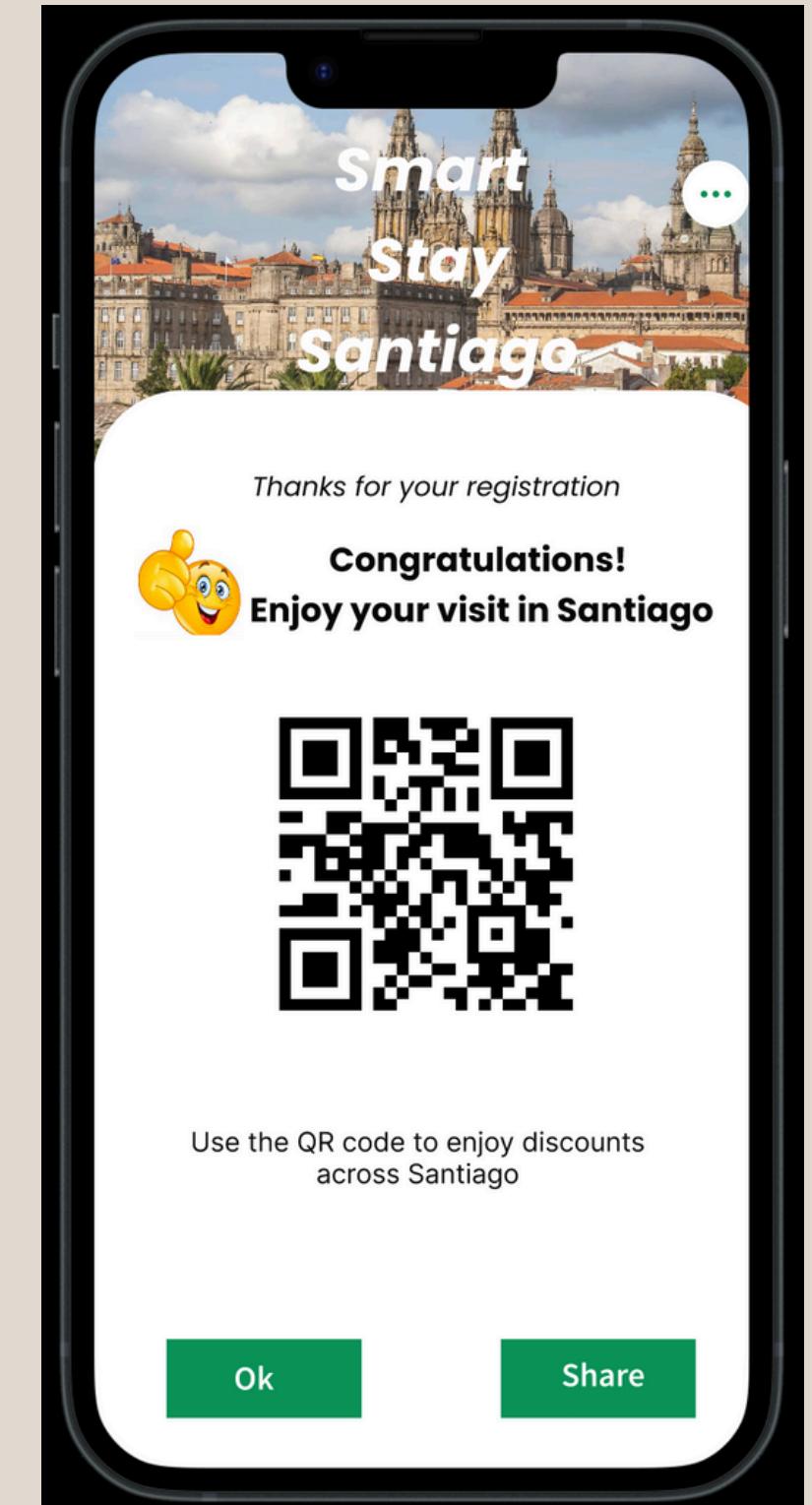
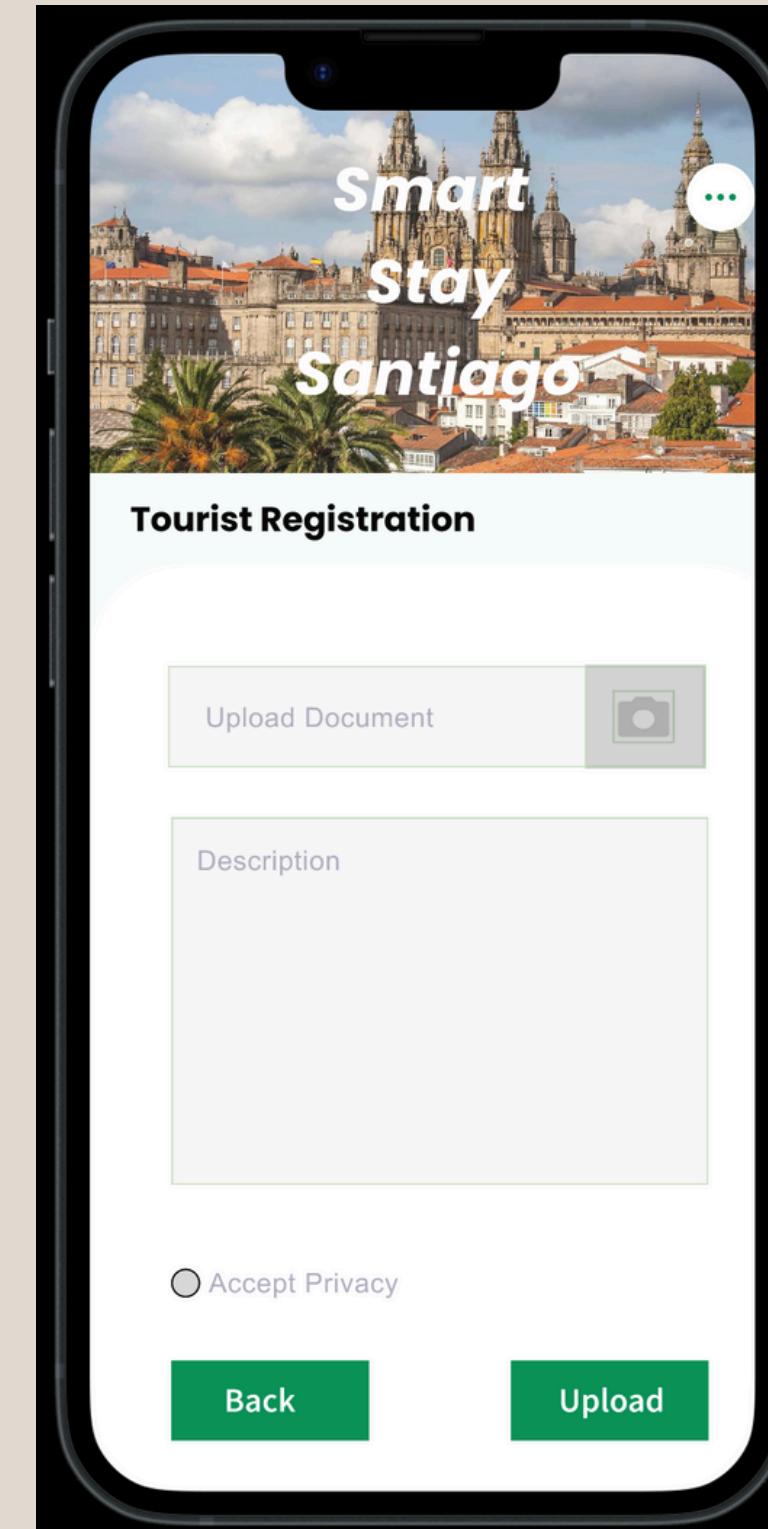
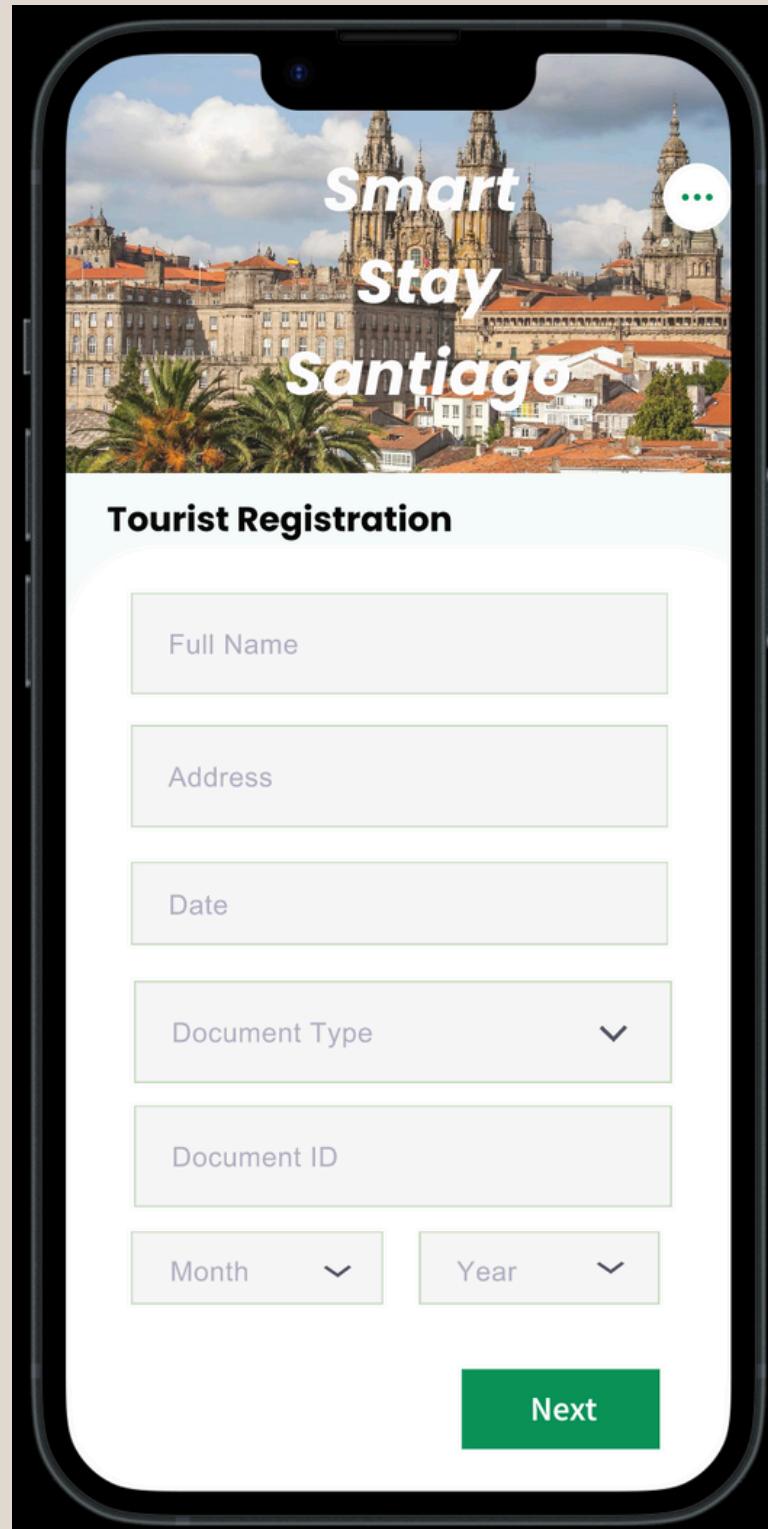
04

Pilgrim Certification Integration



<https://www.figma.com/proto/cin6hjZx0z1q23NIwQmULa/Tourist?page-id=0%3A1&node-id=2-517&viewport=-209%2C440%2C0.68&t=5GZrvWSkI8a2A5X5-1&scaling=scale-down&content-scaling=fixed>

# PROTOTYPE



# OBJECTIVES

Assist municipal administration in monitoring apartment rented to tourists

**01**

Enhance  
Regulatory  
Compliance

**02**

Facilitate  
Efficient  
Monitoring

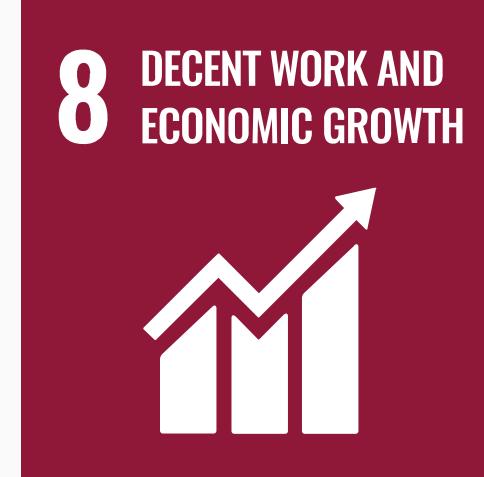
**03**

Improve  
Tourist  
Experience

**04**

Support  
Local  
Businesses

# SUSTAINABILITY INTEGRATIONS



- protect the city with regulations
- adequate, safe and affordable housing services
- advertisement for local businesses
- economic productivity through technological upgrading
- encourage effective public and public-private and civil society partnerships
- policy coordination and policy coherence

# REFLECTIONS

- Proposed feasible and applicable solution with minimal cost.
- Reusing existing solution with enhanced capabilities is a sustainable solution → less electronic consumption, more accessible, and less development/maintenance cost/training costs.
- Solution is representing the vision of the client organization and collaboration spirit with SE4GD.



# MUCHAS GRACIAS

render unto the Caesar the things that are  
Caesar's and to God the things that are God's

Gospel of Matthew (22:21)

**SE4GD – SUMMER SCHOOL III**

Cohort 2 – Group 3