

SIEN CONSULTING

With over 10 years' experience, the Sien Consulting team has developed tourism consultancy projects for destinations and companies with an important focus on the advancement of digital skills for different actors within the sector.

www.sienconsulting.com



Collaborating member of the Smart Destinations Network



TOURISM CONSULTANCY AND TRAINING

Services adapted to each destination's needs:

- **Sustainability Plans:** Preparation of documentation and formalities for their presentation.
- **Smart Destination Planning:** Drafting master plans for the transformation of destinations into smart tourist destinations based on the five key areas within the model: Governance, Sustainability, Accessibility, Innovation and Technology.
- **Tourism Marketing:** Design of goal-based marketing plans.
- **Technical Offices:** materialisation of everything planned through a technical secretariat with a strong technological component.
- **Training:** Courses, conferences and presentations organised with smart tourism destinations, both on topics associated with the model's key areas (governance, sustainability, etc.) and on specific subjects like data management, marketing and more.

Scope of smart destination application

Governance

Solutions for destinations in the following areas



Type of solution

