

INTELIGENCIA TURISTICA

Pioneering company specialised in the implementation of tourism intelligence and smart destinations.

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Collaborating member of the Smart Destinations Network



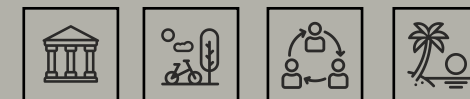
MASTER PLAN FOR THE CREATION OF A SMART DESTINATION

- **Smart Destination self-assessment and support.** This involves:
 - > Having a roadmap for transformation into a Smart Destination
 - > Monitoring the self-assessment
 - > Progressing in drafting the Master Plan for the Creation of a Smart Destination
 - > Incorporating analysis of governance, sustainability, accessibility, innovation and technologies in the municipality in order to turn it into a Smart Destination
 - > Incorporating health and safety in the analysis
- **Definition and drafting of the Master Plan for the Creation of a Smart Destination.** This involves:
 - > Defining the Smart Destination strategy in the new governance, in accordance with the five key areas
 - > Focusing the scope of the Smart Destination, both territorially and in the tourism products and markets to which it is directed
 - > Obtaining a guide for Smart Destination managers
 - > Incorporating all the existing plans to align them with the five key areas
- **Establishing technological itineraries that help advance the Smart Destination**
- **Redefining the Master Plans for the Creation of Smart Destinations to become a safer Smart Destination**
- **Operation of the management body.** This involves:
 - > Defining the Smart Destination management body
 - > Establishing the framework of the Smart Destination Management Body
- **Technological plan: analysis, implementation and strategy.** This involves:
 - > Integrating the technology strategy with the Smart Destination strategy
 - > Defining technology monitoring support
 - > Assessing the technological position of the destination
 - > Actions to include in the Master Plan for the Creation of a Smart Destination

Scope of smart destination application

Governance

Solutions for destinations in the following areas



Type of solution

