

# KALMAS GESTIÓN EMPRESARIAL

Experts in the development and implementation of Smart Destination plans, drafting tourist sustainability and strategic plans, and implementing the 2030 Agenda. Leaders in the application of sustainable policies and the development of SDG indicators, as well as introducing and managing Smart Offices in Smart Destinations.

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Collaborating member of the Smart Destinations Network



## DRAFTING AND IMPLEMENTATION OF SMART DESTINATION AND STRATEGIC TOURISM PLANS

### Development and implementation of smart tourism

**management plans** based on SEGITTUR self-assessment and, in the case of the Region of Valencia, self-assessment as defined by Invattur. Development of plans in line with the UNE 178501 standard: Smart Tourism Destination Integrated Management System.

#### Phases:

- Initial analysis
- Smart Destination self-assessment
- Social participation
- Establishing key programme areas
- Setting up proposals and actions in the following areas: governance, sustainability, accessibility, innovation, online marketing, information systems, smart tourism and connectivity.

The plans developed must comply with the following **governing principles**:

- Comprehensive perspective in line with the cross-cutting nature of tourism
- Innovative, competitive and profitable positioning
- Participation, cooperation and commitment
- Sustained continuous development
- Effective use of technology (for example: smart natural spaces: the Puig Campana Smart Mountain project)

Scope of smart destination application

**Governance**

Solutions for destinations in the following areas



Type of solution

