

VIVENTIAL VALUE

Specialists in smart tourism innovation, focusing on improved competitiveness and sustainability in destinations through the use of data on supply and demand.

The three key working areas with destination managers are smart data generation, STS consulting and knowledge transfer to the sector.

www.viventialvalue.com



Collaborating member of the Smart Destinations Network



PRODUCT STS: SMART TOURISM AND PRODUCT SUSTAINABILITY SYSTEM

Goals and benefits:

- Having a Smart Tourist System (STS) focused on a specific tourism product, whose particular importance on a regional scale justifies the need for a specialised STS (wine tourism, culture, nature, MICE, etc.) and which is often not effectively covered by a traditional destination STS
- Taking advantage of the layers of tourism knowledge already available at the destination and integrating them with potential third-party sources relating to the specific tourism product
- Integrating sustainable tourism indicators for the product within the framework of its triple environmental, economic and socio-cultural focus
- Intelligent innovations for different relevant tourism products
- Facilitating governance and knowledge transfer actions to the rest of the stakeholders, both public and private, involved in the tourism product's value chain.

Content:

- **Phase 1 (Audit):** mapping of information sources and current and potential data sets, focusing on the product under analysis
- **Phase 2 (Design):** tailor-made design of indicators and interactive graphics on a world-leading business intelligence and data visualisation platform
- **Phase 3 (Implementation):** delivery of the interactive dashboard, fully operational and with the first data loaded
- **Phase 4 (Updating):** training of the destination team to successfully and autonomously manage the regular updates of the data sets included in the Product STS (automatic, mixed and/or manual)
- **Phase V (Transfer):** total or partial publication of the Product STS on the destination's official tourism website
- **Phase 6 (Support):** if the destination wishes, an additional permanent Destination STS support service can be provided.

Scope of smart destination application

Technology

Solutions for destinations in the following areas



Type of solution

