219

CATALOGUE OF TECHNOLOGICAL SOLUTIONS
FOR SMART TOURIST DESTINATIONS
2022 EDITION. SEGITTUR

Glosario
Iconográfico

Inicio

TMREXPERIENCE

This company has over 20 years of experience in developing destinations' strategic planning projects, tourism sustainability plans, circular tourism, designing and developing tourism products and experiences, market intelligence systems and tourism governance models.

http://blog.tmrexperience.com/

Collaborating member of the Smart Destinations Network

TOURISM CONSULTANCY SERVICES

The Tmrexperience team's main working areas are as follows:

Tourism strategy and planning
• Tourist destination sustainability plans
• Strategic destination planning
• Operational tourism development plans
• Tourism development programmes
• Circular tourism

Tourism innovation
• Smart destinations: Smart Destination Master Plan
• Tourism innovation agendas
• Dramatised routes
• Multimedia tourism

Tourism product
• Design and development of innovative tourist experiences
• Creation and revitalisation of tourist product clubs
• Design and development of products: dramatised routes, shopping tourism, meeting tourism in rural destinations, wine/gastronomic tourism, literary routes.

Market intelligence
• Market studies and tourism demand
• Economic impact of tourism on destinations
• Creation and management of tourism observatories

Tourist destination management
• Development of tourist destination management models
• Management of tourism development plans
• Implementation of tourism quality systems (SCTE and SICTED)

Practical training
• Customised training. Theoretical and practical courses, combined with technical assistance and tutoring, aimed at business people, entrepreneurs and destination managers.

Scope of smart destination application	Solutions for destinations in the following areas	Type of solution
Governance **Innovation**		