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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

viventialvalue®

Collaborating member of the Smart Destinations Network

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miembro colaborador
Red DTI

DESTINATION STS: SMART TOURISM AND SUSTAINABILITY SYSTEM IN DESTINATIONS

Goals and benefits:
- To have a Smart Tourism System (STS) tailored to the specific needs of each destination
- To take advantage of the layers of tourism knowledge already available at the destination and integrate it with powerful third-party sources
- To integrate a destination's sustainable tourism indicators, with a triple environmental, economic and socio-cultural focus (satisfaction, recommendation, loyalty; perception of the tourist product's sustainability; seasonality and area concentration; market dependence; etc.)
- To modernise the current tourism observatories and generate a data culture, both in management organisation and tourism promotion, as well as in the rest of the sector
- To facilitate governance and knowledge transfer actions to the rest of the agents, both public and private

Content:
- Phase 1 (Audit): mapping of information sources and current and potential data sets from the destination, as well as selection of priority layers to be included in the ad-hoc Destination STS, based on objectives and availability
- **Phase 2 (Design): design of indicators and interactive graphics on a world-leading business intelligence platform and data visualisation (allowing greater autonomy with regards data providers and greater future scalability of the Destination STS)**
- **Phase 3 (Implementation):** delivery of the interactive dashboard, which is fully operational and has the first data loaded
- **Phase 4 (Updating):** training of the destination team to enable them to successfully and autonomously manage the regular updates of the data sets included in the Destination STS (automatic, mixed and/or manual)
- **Phase 5 (Transfer):** total or partial publication of Destination 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	Solutions for destinations in the following areas	Type of solution
Technology		