

INTELIGENCIA TURISTICA

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

www.inteligienciaturistica.com



Collaborating member of the Smart Destinations Network



TRAINING AND WORKSHOPS FOR SMART TOURIST DESTINATION MANAGERS

The **Escuela de Inteligencia Turística** (School of Tourism Intelligence) was founded on a philosophy of public-private collaboration across all activities in the tourism sector. For this reason, they have formed alliances with MTA CONNECT, an association that offers design and support services in institutional, business and academic spheres.

All the courses have been created with theoretical/practical examples of real experiences of implementing DTI transformation processes.

The training offer is adapted to the real needs of the tourism sector, offering training in new professional profiles, supporting the competitiveness of tourist organisations and destinations.

- Course on Smart Destination Management
- Course on Standardised Tourism Intelligence Systems
- Course on Indicators and Tools for Smart Destinations
- Workshop on Smart Destination Standardisation
- Workshop on Tourism Intelligence and success stories

Scope of smart destination application

Governance

Solutions for destinations in the following areas



Type of solution

