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COTESA (CENTRE FOR OBSERVATION AND SPACE-BASED REMOTE SENSING)

Specialist in solutions for disseminating and managing tourism, based on the application of ICT and GIS. Their technological solutions are programmed entirely using free software, and provide solutions for Smart Destination management, information, promotion, commercialisation and segmentation needs.

www.cotesa.grupotecopy.es

Collaborating member of the Smart Destinations Network

COTESA
miembro colaborador
Red DTI

TOURIST INFORMATION SEGMENTATION PLATFORM

Analysing tourist demand is a critical factor in tourism planning processes. Having mechanisms available that allow tourist destinations to analyse their visitors (how many they receive, what they're like, where they come from, and their reason for visiting) has become essential, so destinations can make decisions to improve or optimise tourist attractions in the short and medium term.

Tourism managers have customer service points for visitors spread all over the area under their care: information offices, monuments, visitor centres, tour guides, etc. All of these points generally collect tourist data, which is usually limited to the day of the visit, the number of people, and their place of origin. Previously, this data would at best be combined manually or on an Excel spreadsheet to create sporadic reports.

The Tourist Information Segmentation Platform improves the processes used to gather and analyse information, while also providing the main tourism manager with full, centralised control.

It consists of a **mobile app** which dynamically gathers information from the different customer service points, and features a platform that allows the management of these points and their users. It receives all the information, analyses it, and creates automatic reports based on date range, type of information point, or specific information point.

This technological development can achieve the following **objectives**:

- Replace paper-based collection of data
- Increase the amount of data collected
- Automatically generate tourism reports
- Automate the management of information based on pre-configured tourism reports
- Reduce the time spent gathering and processing information
- Preserve the privacy of information collected about visitors
- Create an image of modernity for visitors and tourists

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