4.3 BEST PRACTICES IN DIGITALISATION

4.3.1 Facilitating information for specific target groups

4.3.1.1 Introducing Alipay to attract chinse tourists; Ljubljana

The Tourist Information Centre in Ljubljana has adopted the Alipay payment option. It is a popular digital payment method in China and its introduction aims to raise the profile of Ljubljana as a destination adaptable to visitor's needs. It makes it easier for locals as well as visitors from China to pay in a more convenient for them way.

Find out more at: https://www.ljubljana.si/en/news/tic-and-stic-as-the-first-payment-points-for-the-alipay-app-in-slovenia/

4.3.1.2 Expanding the visitors' market with the Toorbee app; Athens

Whereas the official visitors' guide "This is Athens" is published in English, French, and German to target the largest markets for tourism in Athens, it is true that there is also growth potential to attract visitors from China. Consequently, the City of Athens and the Athens Traders' Association partnered to launch the Toorbee app, a B2B platform that aims to bridge the gap between Athenian travel supply and Chinese travel demand. The app provides information on sight-seeing, hotels, shops, and restaurants to Chinese Online Travel Agencies while letting Athenian service providers create their own content for better targeting, higher conversion rates, and instant payments.

Find out more at: https://www.toorbee.com/28-12-2018-athens-airport-launches-new-app-for-chinese-tourists/

4.3.2 Collecting information for smarter management

4.3.2.1 Smart control rooms; Florence; Venice

Florence: The Florence Smart City Control Room aggregates and shares data among the Florence Municipality, public utilities and public service providers in a common data platform

and enables policy-making decisions for an increasingly responsive city. In addition, an open data platform with 1859 datasets is available, one of the most active open portals in Italy. In the case of tourism, FeelFlorence is an example of ICT tool based on data analysis to enhance the city as Smart Destination. The observed views on the Control Room are related to mobility and transport, parking status, cultural offer, KPIs of government services, etc.

Find out more at: https://www.snap4city.org/drupal/node/531

Venice: The city of Venice has equipped itself with a Smart Control Room (SCR), an integrated control room which gives the city's administration the ability to monitor the city's mobility, gather data and intervene promptly and prevent any incidents from occurring. This is particularly important to monitor tourist flows in real time and to help direct and divert streams accordingly to mitigate the effects of crowds, over tourism and help in the case of emergencies with quicker reaction times. By centralising several existing operating systems, for public transport, the SCR provides a unique and centralised system by which the city can control and manage the present by giving a comprehensive overview and planning for the future through the data collected.

Find out more at: https://www.venis.it/index.php/it/node/1048

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