

FUNDACIÓN SANTA MARÍA LA REAL

A private, independent entity that works to improve our society by stimulating sustainable development and boosting regions through the launch of projects and initiatives based on three values: people, heritage and landscapes.

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Collaborating member of the Smart Destinations Network



SMART MANAGEMENT OF CULTURAL TOURISM

This solution involves the **digitalisation and monitoring of the most relevant data for smart, strategic tourist destination management**. Moreover, they have developed a platform that includes a dashboard and specific indicators to facilitate governance and decision-making on heritage and tourism spaces.

The tool also incorporates a **combination of data updated in real time and indicators with strategic value**, allowing short, medium and long-term action planning. In this way, it is possible to coordinate both immediate and preventative measures. Therefore, it is positioned as a relevant solution for the planning of tourism destination management in cultural tourism destinations.

Furthermore, the nature of the technology implemented facilitates the integration of a group of destinations, allowing for regional management, and offering a combined vision that incorporates both the specific vision of each destination and a comprehensive vision of the most relevant aspects of management.

Finally, the proposal includes a **specific indicator system** for studying the history, behaviour, characteristics and impact of tourism on heritage assets and their management, in order to be able to act accordingly.

The implementation of an appropriate strategy for cultural tourism management will serve as a distinctive factor for the destination, enabling improved experiences and visit quality via the application of appropriate control tools. As a result, destination will be able to improve user and visitor experiences.

Scope of smart destination application

**Governance
Technology**

Solutions for destinations in the
following areas



Type of solution

