

4.3 BEST PRACTICES IN DIGITALISATION

4.3.1 Facilitating information for specific target groups

4.3.1.1 Introducing Alipay to attract Chinese 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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Traffic monitoring and management; Marbella: The city of Marbella has facilitated E-surveillance and application of ICT for traffic monitoring and management. Marbella has an information platform that provides real-time information on different resources, to which citizens and companies have free access to certain layers of information. This is the Territorial Information System of Marbella (SITMA).

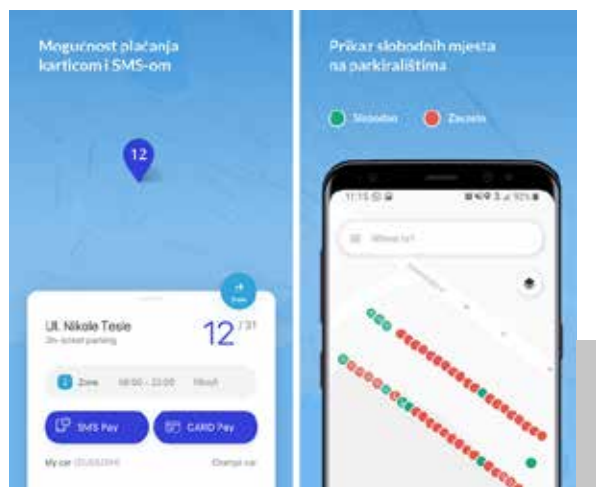
Find out more at: http://sit.marbella.es/VISOR_SITMA/

4.3.2.2 Park smarter; Athens; Dubrovnik

Easier public parking; Athens: The City of Athens developed its own mobile app to control public parking. The “myAthensPass” is accessible to visitors and residents, making it easy to pay for parking straight from a mobile device. The app offers municipal police the ability to manage and control all available parking spots in the municipality's road network.

Find out more at: <http://www.parkinathens.gr> and <https://appadvice.com/app/myathenspass/1152368547>

Find a parking spot online; Dubrovnik: About 1900 sensors were installed in Dubrovnik with the aim of finding a free parking space and reducing traffic jams. Given the number of sensors and the fact that they are installed throughout Dubrovnik, it is one of the largest integrated smart parking solutions implemented on the Narrowband Internet of Things network worldwide. For drivers to be able to see which parking space is free at any time, and therefore plan where they could park, a special application for mobile devices has been created and is available to everyone, both the citizens of Dubrovnik and tourists. This saves drivers time looking for a free parking space and reduces congestion caused in large part by drivers circling the streets in search of an available space to



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