

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.

www.santamarialareal.org



Collaborating member of the Smart Destinations Network



SAFE VISITOR MANAGEMENT

This solution incorporates **digitalisation and monitoring to improve the management of visitor safety, including capacity and crowd management, integrating blockchain as an element for certifying the safety measures implemented by destinations.**

The electronic system for controlling capacity and crowd levels enables safe visitor management in accordance with the relevant health and safety recommendations, using interactive display panels and informing the staff responsible, to avoid overcrowding or risky situations. The tool also incorporates a specific indicator system for studying the history, behaviour, characteristics and impact of tourism on heritage assets and their management, to be able to subsequently act accordingly. The system can provide the following information:

- **Measurement and control of visitor capacity and flow**, as a whole or by room, in a heritage space in real time, without the need to store data on the platform.

- **Integration on a digital platform (MHS) for managing and visualising data.** With this option, the data will be added and stored on the management platform.

The aim of this system is to respond to the need to implement digital solutions so that heritage assets that have a tourism and cultural use can offer greater visitor safety, and therefore be able to generate the necessary user confidence to turn these assets into drivers of social and economic recovery from the effects of the pandemic.

The implementation of an appropriate strategy for safe visitor management will serve as a distinctive factor for the destination, enabling improvements to the experience and quality of the visit, through the application of appropriate control tools.

Scope of smart destination application

Technology

Solutions for destinations in the following areas



Type of solution

