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European Union
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Synergies with Smart Tourism Destinations

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REASONS FOR SMART TOURISM DESTINATIONS

Reasons why cities should invest in smart tourism:

- It increases the destination competitiveness.
- It improves the travel accessibility.
- Smart destinations manage better their resources.
- It helps the development of local tourism ecosystem.
- It helps destinations to plan better actions to stimulate tourism.
- It improves the quality of the experiences for visitors and the quality of life for locals.



EXAMPLES OF SMART DESTINATIONS

Gothenburg

- European Capital of 2020
- On top of the digital world as it offers constantly improved experiences both to citizens and tourists.
- **Solutions for the traffic** and transportation, open data and sustainability measures.
- **Equal access for everyone**, affordable technology, efficient long term planning and promotion of public-private partnerships.
- All channels are open! Local tourism industry uses the ensemble of digital channels
- Existence of informative website, where visitor can learn anything he/she needs to know about the city/ option of chat function.
- Collaboration of numerous stakeholders and sectors for the implementation of an integrated approach to smart tourism.
- Website for the sustainable tourism in order to gather innovative and sustainable ideas to improve the tourism experience in cities around the world



EXAMPLES OF SMART DESTINATIONS

Valencia (Spain)

- Home of three UNESCO World Heritage Declarations, with more than 2 million visitors each year.
- The first European City to receive a double ITU and ISO certification for the Sustainable Development of Cities.
- **Access to information by everyone**
- Existence of a 24/7 interactive InfoTourist platform and the Visualfy system.
- **Transportation via cycle lanes, high-speed trains and motorways**
- **Reduce carbon emissions.**
- **Support of electric vehicle usage** and sustainable food options.
- Existence of Municipal Tourism Council with 60 representatives for the promotion of the involvement of citizens and agents in the tourism governance.



EXAMPLES OF SMART DESTINATIONS

- **Dublin (Ireland)**, where digitalization plays key role (development of a world class immersive city-wide digital trails platform)/ **Creation of the “Culture Near You Map”, an interactive user experience.**
- **Ljubljana (Slovenia)**, an urban destination in the field of smart tourism with electric vehicles for the elderly and disabled, emission-free electric train and the **Ljubljana Wheelchair App** offering advice for more than 130 wheelchair-accessible locations.
- **Gothenburg (Sweden)** with abundant 4G coverage in order to preserve the title of a digitalized city. **Smart control of traffic and electricity, along with efficient public transport systems.** Government data are open and accessible. Environmental certification for the city hotels and the meeting facilities.



The UNWTO Smart Destinations approach

1. The role of data

Data availability, collection, analysis, interpretation and dissemination are critical for smart, sustainable and resilient tourism destinations.



2. Need for a purpose-driven development of smart solutions

Solutions are to be oriented towards specific local socio-cultural context, resident's & visitors' needs exploiting geographically referenced data using sensors, GIS, data storage, management and analysis systems and secured connectivity.

The UNWTO Smart Destinations approach

Partnerships & knowledge transfer

- Meaningful partnerships between key (and minor) stakeholders are needed.
- Platforms capable of exchanging best practices to accelerate knowledge transfer and the transformation of the tourism sector.



Customization of the travel experience & the need for public intervention

- Access to data provides the ability to tailor travel recommendations offering more relevant, integrated and personalized products and services, thereby increasing travel satisfaction and the overall competitiveness and quality of the destination.
- Public policies are needed to stimulate and encourage progress in innovation of tourism SMEs.

Strengthening a new holistic approach of sustainable tourism development

- Sustainable destination management includes a more general approach to all three pillars of sustainability (economic, ecological, sociocultural).
- Solutions should integrate information gathered from various resources and disparate sources to drive circular design of products and services to increase resource productivity.
- Participatory decision-making and policy development strengthen the role of local communities, while improving access to space and resources strengthens an ethical perspective on sustainable development (ie the UNWTO Global Code of Ethics for Tourism).



THE TRANSITION PATHWAY FOR TOURISM

Following the updated 2021 Industrial Strategy, with the tourism industry facing numerous challenges and the significant impact of the COVID-19 pandemic, the tourism ecosystem is the first to work on a transformational path.

A broad stakeholder co-creation process began in June 2021 with targeted consultations on possible transition scenarios. In total, over 30 workshops and stakeholder meetings were held to further brainstorm and develop ideas.

The Transformation Pathway identifies 27 action areas for green and digital transformation and increases the resilience of EU tourism. Among other things, it called for more circular and green services in the tourism industry, improved data sharing for more innovative services, and greater accessibility of services.



The transition pathway calls on the tourism community to implement measures in twenty-seven areas, including:

- To enhance data sharing practices to allow new innovative tourism services and improve the sustainable management of destinations.
- For passenger transport companies to develop greenhouse gas (GHG) reduction plans in line with the Climate Law goals.
- To develop comprehensive national or regional strategies taking account of the economic, environmental and social sustainability of tourism.
- To raise awareness on changes in tourism demand and the opportunities of twin transition for tourism.
- To support on regulatory basis the multimodal travelling: facilitating the multimodal journey planning and ticketing through digital services.
- To enhance accessible tourism services: raise awareness of the importance of accessibility in tourism & improve the supply and visibility of accessible tourism services.

“The Transition Pathway for Tourism paves the way for a forward-looking transition and long-term resilience for the tourism ecosystem, towards 2030 and beyond.”

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