Tourism and digital transformation: some good practices to revamp the tourism sector

Juan Garate
International Director at ICT Division of
TECNALIA Research & Innovation

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According to the World Travel and Tourism Council, the COVID-19 pandemic could cut 50 million jobs globally in the travel and tourism industry.

Post COVID-19, tourism could be 'slow' but 'smart'
How to revamp the tourism sector focusing on SMEs?

Tourism is one of the sectors fully impacted by COVID-19. The sector needs from new practices and ideas to make it competitive specially for the economies that strongly depend on it.

New programmes would be needed to revamp the sector specially to support SMEs; digital transformation will be an opportunity for this.

Some inspiring experiences from Tecnalia based on the use of ICT for business

Digitalisation of existing SMEs’ services.

Incubation of innovative start-ups

Promotion – public private partnership
Good ICT Practices Programme. What’s in for SMEs?

Based on a Digital Maturity

Personalised diagnosis.

Support and training - digital skills and business processes through the use of ICT.

Impact since 2010:
- more than 500 SMEs
- 19 tourist destinations
- more than 90% of SMEs accredited

Benefit for the manager

- Creating awareness of the tourist destination for joint improvement
- Approach to the sector and innovative technological support
- Increases the visibility of the Destination thanks to the online positioning of the companies
- Improving the digital skills of tourism professionals

Benefits for the SMEs

- Improve SMEs competitiveness using ICTs
- Eliminate barriers to implement technology
- Promote good technological practices for the companies of the sector
- Accompanying SMEs in the improvement processes
- Improvement digital training for the company's professionals.
- Have a personalised improvement plan.

Based on a Digital Maturity Programme supported by the Basque Government, the Good ICT Practices Programme for SMEs offers personalized diagnosis, support, and training for digital skills and business processes through the use of ICT. Since 2010, it has impacted more than 500 SMEs, 19 tourist destinations, and more than 90% of SMEs have been accredited. The programme offers benefits for both managers and SMEs, including improved competitiveness, elimination of barriers to technology implementation, and improved digital training for company professionals.
Other Good Practices

Basque Tourism Observatory
Integrated system of information, study, research and monitoring of tourism

HODEIAN
Gipuzkoa_Smart_Destination_Data_Analytics

Big Data to management of smart tourism:
1- Consumer habits (source: bank)
2- Mobility (source: mobile operator)
3- Counting (source: sensors)

Smart Tourist Destination
Consolidated on a state-of-the-art technological infrastructure, guarantees the sustainable development of territory, facilitates the interaction of the visitor with the environment, increases the quality of his experience, improves the quality of life of the resident.

Tecnalia & SEGITTUR, have developed the Technology axis of the Intelligent Tourist Destination projects in Las Palmas, Marbella, Val d'Aran, Badajoz and Lloret de Mar.
Thank you!

Questions welcome

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