



Smart Tourism

TRANSFORMATION HANDBOOK

Transformation is in our DNA

The public health and economic crisis triggered by COVID-19 has focused our minds on the need for **a swifter economic and social transformation** – the only way we can count on a full recovery and get back on track for growth.

We believe that **digitalisation is key** to making this transformation possible. Technologies such as 5G, cloud storage, cybersecurity, AI, big data and IoT will be game-changing – as demonstrated by our extensive catalogue of solutions, applications and use cases. Our capacities and experience make us the perfect partner for businesses and local authorities as they take on the digital challenge.

We stand for a **fair, inclusive and sustainable digital transformation**. Our mission is to harness technology for people and planet, lightening the environmental load and offering our clients solutions that get them working more efficiently and sustainably.



Tourism:

a key sector for our economy

The recovery of tourism will depend on digitalisation and incorporating the most innovative technologies into the sector.

Smart tourism destinations – made possible thanks to technologies such as IoT, big data, IA, blockchain and virtual reality – will be the key to turning the sector's fortunes around.

Large bandwidth and low latency allow 5G, edge computing and augmented and virtual reality to offer tourists immersive, high-quality content in real time.



How we are revolutionising tourism

MELIÁ HOTELS

5G SIMULTANEOUS TRANSLATION

We provide a simultaneous translation solution for over 80 languages that, thanks to the low latency of 5G and edge computing, is instant enough to allow users to maintain a free-flowing conversation in different languages in real time.



LA MANGA 365

INNOVATIVE TOURISM SOLUTIONS

The La Manga 365 project drawn up by the Autonomous Region of Murcia aims to implement solutions that will digitalise La Manga – where tourism is one of the main industries.



SANTANDER CITY COUNCIL

CONSOLIDATED SMART TOURISM DESTINATION

We are working with the Santander City Council in its transformation into a smart tourism destination, helping to design its strategy and implement innovative technological solutions that will turn it into a more competitive and sustainable destination, as well as improve the quality of life of both the city's permanent residents and the experience of anyone visiting as a tourist.





TESTIMONIALS

What our clients say...



Tomeu Fiol | **Meliá Hotels International**
Global Hotel Technologies Director

'5G is without doubt one of the technologies that will allow us to take the experience of our guests – who form the backbone of our business – to the next level and improve the efficiency of our hotels both in terms of our processes and resources used.'

Gema Igual

Mayoress of Santander



'Telefónica is one of the leading names in innovation and technology and we are delighted to have been able to partner with them in our transformation into a smart tourism destination.'



Javier Celdrán Lorente
Minister of Economy, Finance and Public Administration
Murcia Autonomous Region

'Thanks to Telefónica, innovative tourism solutions will be rolled out in La Manga.'

Meliá Hotels:

5G simultaneous translation



We provide a simultaneous translation solution that can be used easily via a mobile app and can translate more than 80 languages and return a translation with a very natural voice, thanks to the AI algorithm it uses. It is based on the low latency produced by our 5G network and edge computing, allowing us to have free-flowing face-to-face conversations in different languages.

BACKGROUND

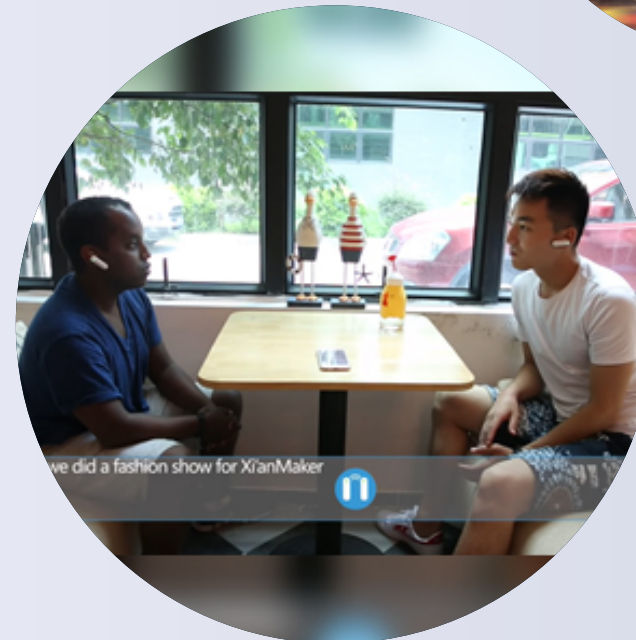
The project is being carried out in one of the Meliá hotels in collaboration with Ericsson, Intel and Lingmo. It is one of the "Telefónica 5G Madrid" use cases promoted by Red.es to support experimentation into 5G technology and develop partner ecosystems.

OBJECTIVES

We provide a simultaneous translation solution that, thanks to the low latency of 5G and edge computing, is instant enough to allow users to maintain a free-flowing conversation in real time.

BENEFITS

Improving the 5G connectivity in our hotels so new services can be offered to clients and their experience in terms of wireless communications improved. For example, the simultaneous translation service on the edge for the hotel's reception, restaurants, conference rooms and room service.



FURTHER INFORMATION

Document: [5G Simultaneous Translation](#).

Video: [Demo Simultaneous Translation](#).

Santander City Council: consolidated smart tourism destination

IoT

BIG
DATA

IA

CRM

Santander is a consolidated smart tourism destination that has successfully reinvented itself, implementing innovative technological solutions applied to tourism management. The city is currently putting in place new information and communication channels designed to enhance the experience of tourists before, during and after their visit. Thanks to the rollout of the tourist card, the city's unique app, interactive technological spaces, multichannel customer service and its 360° resident-tourist CRM development, we are actively improving the experience of anyone visiting the city and we are able to offer ever more tailored services. Santander also has a comprehensive management platform which integrates data from tourism-related big data, sensorisation, municipal systems and other data sources, helping those in charge of managing the destination to make better-informed decisions.

BACKGROUND

Santander City Council has been developing a smart city road map for over a decade, working on numerous initiatives that have without doubt helped to consolidate its status as a smart tourism destination.

OBJECTIVES

Together with Telefónica, Santander is rolling out strategic technological solutions that are key for reactivating the tourism sector, increasing the city's safety, sustainability and competitiveness.

BENEFITS

- New tools for the end-to-end management of the city as a tourist destination and the marketing of its products and tourism services.
- Increased tourism knowledge and smart management of tourism resources.
- Upgrading the destination thanks to value-added services that improve the quality of life of residents and enhance the tourist experience.
- Increased security thanks to its beach capacity management.
- Greater transparency and increased public-private collaboration with the sector.



La Manga 365: tourism and innovation



The La Manga 365 project drawn up by the Murcia region's Autonomous Government aims to implement solutions that will digitalise La Manga del Mar Menor – an area where tourism is one of the main industries – in terms of public transport, traffic light regulation, car park monitoring and road junctions, among others. The four cornerstones of the project include: Tourism, Platform, Governance and Mobility. It also includes the Smart Beach component, which offers innovative solutions such as capacity measurement, connectivity for tourists and the digital card in the visitor app.

BACKGROUND

The project forms part of the first strategy within the EDUSI (Estrategias de Desarrollo Urbano Sostenible e Integrado – Sustainable and Integrated Urban Development Strategies), designed to improve the quality and use of ICTs in urban strategies and smart cities.

OBJECTIVES

Develop an "ICT tourism system" that develops La Manga's tourism, social and economic development. With technologies such as 5G for Wi-Fi coverage and NB-IoT for sensorisation, a leading tourist app can be developed.

BENEFITS

Providing La Manga del Mar Menor with better infrastructure and artificial intelligence systems that will allow a multitude of smart city and IoT services, such as automatic traffic light regulation, IP security cameras and monitoring of car parks, road junctions and buses, amongst others.



FURTHER INFORMATION

Website: [Murcia Turística](https://murcia-turistica.es/)

Other cases from the sector

5G AND AUGMENTED REALITY FOR TOURISM



Immersive content allows reality to be mixed with simulated or 360° video elements to be able to see cultural events and local festivals, recreate historic events or monuments that no longer exist, superimpose additional information on the most compelling attractions and enjoy the local gastronomy while discovering the surrounding countryside.

BIG DATA GIVES US GREATER INSIGHT INTO TOURISM TRENDS



IoT and big data technologies allow us to quantify tourists and combine that information with sociodemographic variables. Advanced analytics provides us with a more in-depth knowledge of tourists and opens a world of possibilities in terms of predictive tourism.

SMART TOURISM DESTINATION PLATFORM



Comprehensive destination management platform that integrates all the data sources available at a destination. All this information can then be used to make the best decisions based on real data and create a bespoke visitor experience.

SECURE SPACES AND TOURIST DESTINATIONS



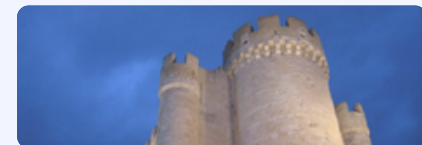
We help create secure spaces via connected elements and sanitisation certifications of spaces, replacing physical cards and brochures with digital tools, thermographic solutions, as well as physical and logical security solutions.

DIGITALISATION OF TOURIST DESTINATIONS



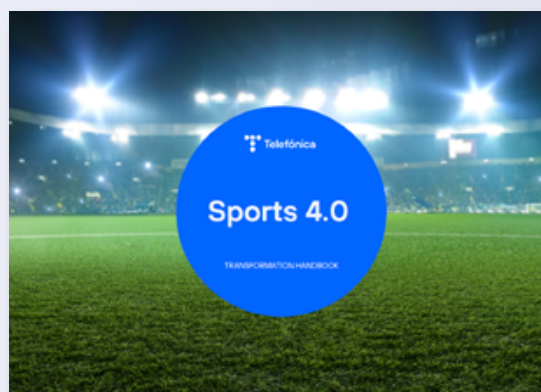
The digitalisation of tourist destinations aims to put all the information visitors could need at their fingertips and enhance their experience. With AI, content can be modified and adapted to each visitor's profile. All these services to transform the building are possible thanks to improved connectivity.

SMART HERITAGE



Preventative conservation allows significant savings to be made in resources, by avoiding and minimising deterioration and optimising investments.

Transformation handbook collection





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