Responding to Tourism Global Challenges through Data & Technology

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Responding to Tourism Global Challenges through Data & Technology

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Our approach</th>
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<td><strong>Global</strong></td>
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<tr>
<td>▪ <strong>Efficiency</strong> and <strong>effectiveness</strong> with available resources</td>
<td>▪ <strong>Digitization</strong> of value chains</td>
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<td>▪ <strong>Lack of</strong> reliable, structured, granular and <strong>objective information</strong> for decision making</td>
<td>▪ <strong>Data driven management</strong> (data collection&gt; Intelligence&gt; digital distribution)</td>
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<td><strong>High income countries</strong></td>
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<td>▪ <strong>Increasing regulatory and social pressure</strong> to meet environmental goals in a context of <strong>economic change</strong></td>
<td>▪ <strong>Lean startup</strong> (doing more with less)</td>
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<td>▪ Population increasing access to information, excess of <strong>mistrust</strong></td>
<td>▪ <strong>Citizen awareness &amp; engagement</strong> via personalized communication and information contextualization</td>
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<td><strong>Middle-low income countries</strong></td>
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<td>▪ <strong>Resilience</strong> (setting up basic infrastructures for supporting upcoming tourism needs)</td>
<td>▪ <strong>Technology democratization (cloud) of digital platforms</strong> for providing end to end “off the shelf” best processes and tools.</td>
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<td>▪ Resource competition with <strong>increasing demands from local population</strong></td>
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<td><strong>UNWTO INSTO</strong></td>
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<td>▪ Identify <strong>best practices</strong> for sustainable Tourism to promote practical <strong>Tourism Policies</strong></td>
<td>▪ <strong>Collective learning</strong>: scale and replicate based on identified best practices from digital community top performers</td>
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<td>▪ <strong>Continuous support</strong> for destinations development</td>
<td>▪ <strong>Lean startup/Agile</strong> approach</td>
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**Lack of actionable information**

**Inclusive digital ecosystem**
Minsait + Ecoembes. A Social impact case study

**Minsait**

Minsait, worldwide technology and consulting company and a technology partner for the key operations of its customers’ businesses worldwide. [https://www.minsait.com/en](https://www.minsait.com/en)

**Vision 2030**

- **Momentum** to develop an European digital ecosystem
- **UE Circular Economy Package.** Data based policy making by standardized and reliable data framework
- **Data framework** to feed up integrated processed enabling circular material flows among industry
- **Opportunity for territories to develop digital platforms:**
  - Technology democratization
  - Shared Learning
  - Smart funding

**Scalping Potential**

- **Expra** (European Association of EPR). National/regional systems set up
- **Some of the Green Dot Companies associated to Ecoembes**

**Impact**

- Spain, 47 millions inhabitants and +8,000 municipalities
- **Value ecosystem** including local entities, recyclers, operators, transports and citizens
- Generation of a **platform** suitable for public-private collaboration and innovation
- Enabling collaboration with citizens, empowering by making them part as well as user of the city and its services

The organization that cares for the environment through recycling and the eco-design of packaging in Spain. Making possible for plastic packaging, cans and cartons (yellow container) and for paper and cardboard packaging (blue container) to have a second life. [https://www.ecoembes.com/en/home](https://www.ecoembes.com/en/home)

**Recycling Companies**

- Coca Cola
- Carrefour
- P&G
- ...
Big Data Platform for the smart management of waste involving Circular Economy stakeholders

- **Data gathering**
  - IoT
  - Asset tracking
  - Cadastre & Social Statistics
  - GIS

- **Knowledge**
  - Business & Social KPIs
  - RT monitoring
  - Data based planning

- **Intelligence**
  - Optimized routes
  - Asset deployment
  - Targeted engagement campaigns

The product

- **Municipalities**
  - Urban & Rural

- **People**
  - Citizens & Consumers

- **Open Data**
  - Transparency
  - Participation

- **Marketplace**
  - IoT agnostic
  - Open source

- **Control**
  - Citizen insights
  - Performance dashboard
  - Contractors management

- **Sustainability**
  - Onesait Disruptors

- **Ecosystem**
  - Public & private partnerships
  - Benchmarking
  - Cost efficiency

- **Compliance**
  - Tracking: fulfil responsibilities
  - KPIs: data based communication
  - Cost savings

- **Operations**
  - Routes
  - Inventory
  - Workers

- **Service Operators**
  - Public or private

- **Countries**
  - Marketplace
  - Ecosystem

- **StartUps & Dig. SMEs**
  - Disruptors
  - Sustainability
  - StartUps & Dig. SMEs

- **Producers/ Industry**
  - Compliance
  - Control
  - Open Data

- **Data gathering**
  - IoT
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- **An Indra company**
¡Gracias!

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