Responding to Tourism Global Challenges through Data & Technology
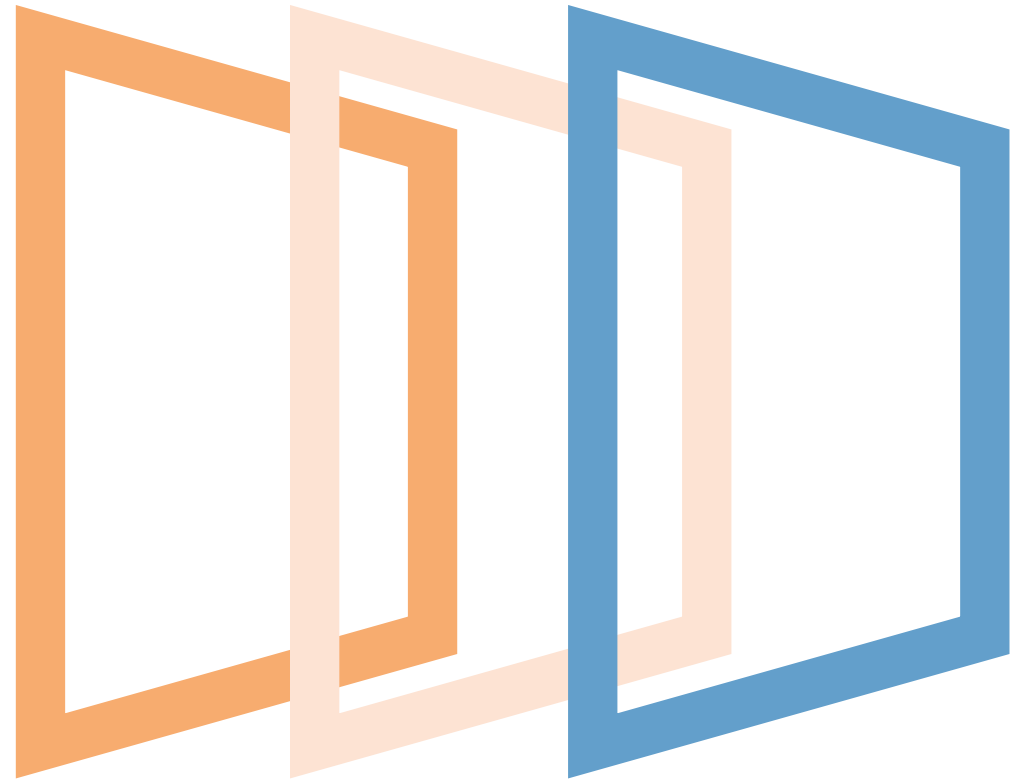
October 2019

minsait

Responding to Tourism Global Challenges through Data & Technology

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

Lack of actionable information　　　　**Inclusive digital ecosystem**

minsait

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

ecoembes

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

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

Scaling Potential

- **Expra** (European Association of EPR). National/regional systems set up

- **Some of the Green Dot Companies associated to Ecoembes**
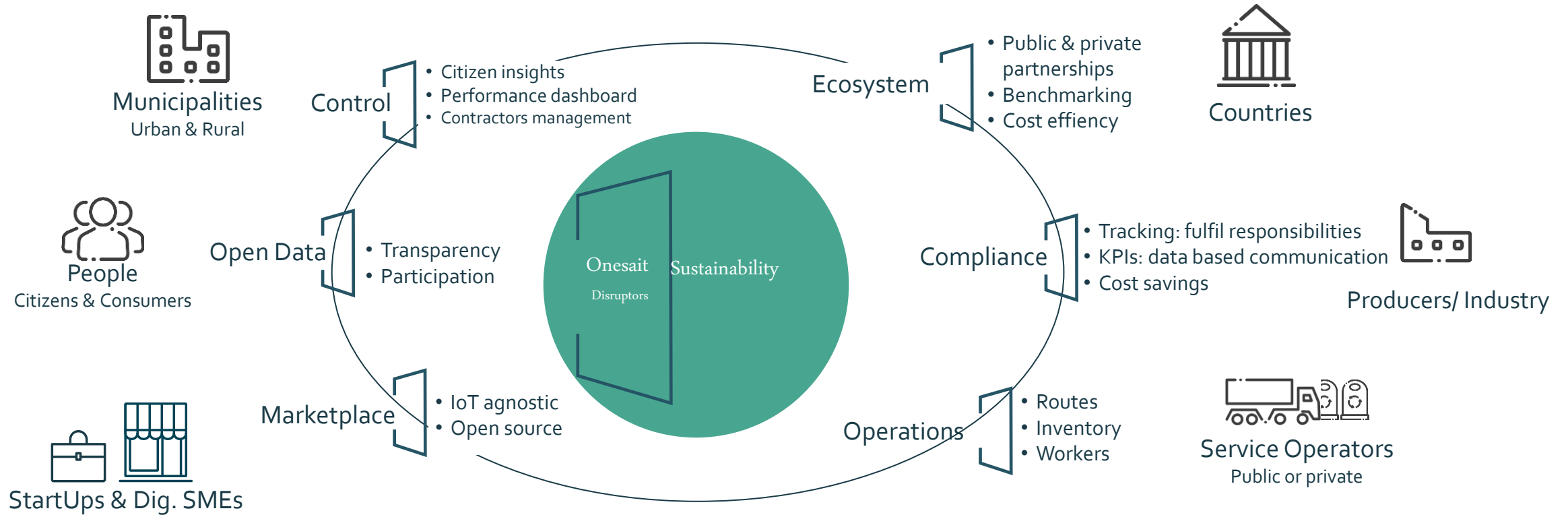

- **Recicling Companies**

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

An Indra company

The product

Municipalities
Urban & Rural

Control
• Citizen insights
• Performance dashboard
• Contractors management

Ecosystem
• Public & private partnerships
• Benchmarking
• Cost effiency

Countries

People
Citizens & Consumers

Open Data
• Transparency
• Participation

Onesait
Disruptors

Sustainability

Compliance
• Tracking: fulfil responsibilities
• KPIs: data based communication
• Cost savings

Producers/ Industry

StartUps & Dig. SMEs

Marketplace
• IoT agnostic
• Open source

Operations
• Routes
• Inventory
• Workers

Service Operators
Public or private

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

minsait

¡Gracias!

Presentación:

Miguel Ángel González San Román

magsan@minsait.com

Avda. de Bruselas 35

28108 Alcobendas,

Madrid España

T +34 91 480 50 00

F +34 91 480 50 80

www.minsait.com

minsait

An Indra company

minsait

Mark Making the way forward

An Indra company