



Asociación de Empresas de Electrónica,
Tecnologías de la Información
y Telecomunicaciones de España



I+D+i

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Tourism and Future Internet

ICT tools and Future Internet based smart services, infrastructures and devices applied for strengthening a strategic sector for Europe

Strategic for Europe

- Europe is the world's most important tourism market
- In 2009, 11 out of the top 20 countries in the TTCI ranking (*Travel and Tourism Competitiveness Index*) are EU-27 countries
- EU is the number one tourist destination in the world with approximately 247 million international tourist arrivals in 2009
- UN World Tourism Organization forecasts up to 717 million international tourist arrivals by 2020
- In its most narrow definition, the EU tourism industry generates more than 5% of the EU GDP, with about 2 million enterprises employing approximately 8 million people
- Tourism is one of the main engines to put back the European economy into the positive trend

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- **Research and innovation on information and communication technologies for the competitiveness of the EU tourism sector is extremely important for Europe.**
- **ICT and Internet specially, has become an almost universal feature of the tourism industry.**
- **Tourism is a sector where public-private collaboration is crucial in order to provide added-value products to tourists.**
- **We consider that the intensive use of several of the technologies included in the Future Internet scope would enhance the performance of the whole tourism industry, maximizing benefits and increasing enormously its competitiveness**

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Our Dream

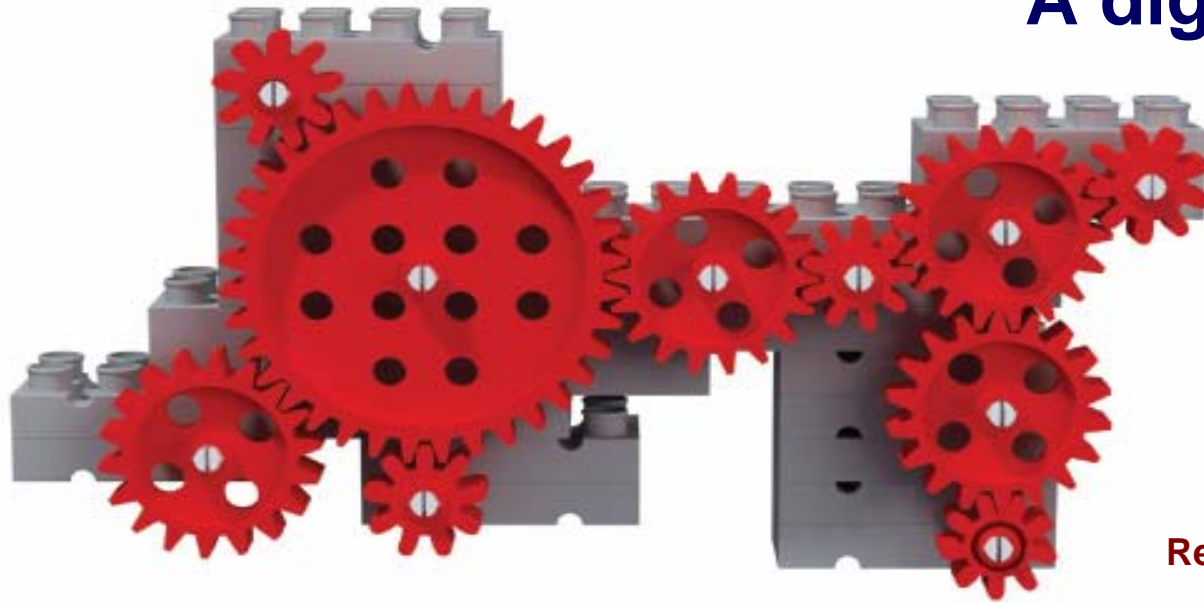
- Instant and ubiquitous tools to assist tourism sector to speed up the processes “before” the reservation; during the “stay” and “after”.
- Enhance the Tourism experience. Continue maintaining tourism sector as EU asset and worldwide leader

Technology: a societal asset



Palma Mallorca pillar

A digital space for All



Reinventing the Innovation Tourism

Revalue the territorial and urban state

Reduction of environmental impact

Adapting to the climate change

Improvign well living conditions

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Our Roadmap

- Launch a research project under the profile of “use case”, specifically addressing Research in support to solutions to the Tourism sector
- Build around pillars from public and private infrastructures of the tourism sector. Exploit current innovation efforts ongoing within the Tourism sector. Assist them on:
 - Ubiquitous and Personal services (cultural, professional, timing, ...)
 - Networks aware of tourism needs. Everywhere, Anytime... in Europe! Ultra Broadband, interoperable, ...
 - Cognitive processing of data, interfaces and data-centric standards, Semantic intelligence, security, privacy, image recognition, monitoring and surveillance, sensorial capabilities,
 - Manipulation of media content, powerful search engines

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Call for Cooperation. Roadmap

- Project proposal for Objective 1.8 under development
- Links with other usage areas to be identified
- Interest to find similar pillars as Palma Mallorca
- Very concrete specific trials targeted for the benefit and interest of the Tourism sector

This proposal is supported by the Spanish SEGITTUR (State Company for the Management of the Innovation and Technologies in Tourism), AETIC (The Spanish Association for Telecom, Electronic and Information Society Technologies) and TELEFONICA R&D, among others.

THANK YOU!!!

AETIC

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