



# SMART TOURISM

A Smart Dublin Partnership

Economic Development  
& Enterprise SPC



# Smart Tourism Programme

**Dublin City Council has teamed up with Fáilte Ireland and Smart Dublin to support a new work stream focused on Smart Tourism.**

**By developing specific projects, research and partnerships, it aims to identify future trends relevant to the tourism industry and how these might inform current and future tourism related projects and stimulating economic recovery across the Dublin region.**



**Fáilte Ireland**



**DUBLIN CITY COUNCIL  
CULTURE COMPANY**



# Smart Tourism Leaders



**Smart Dublin**

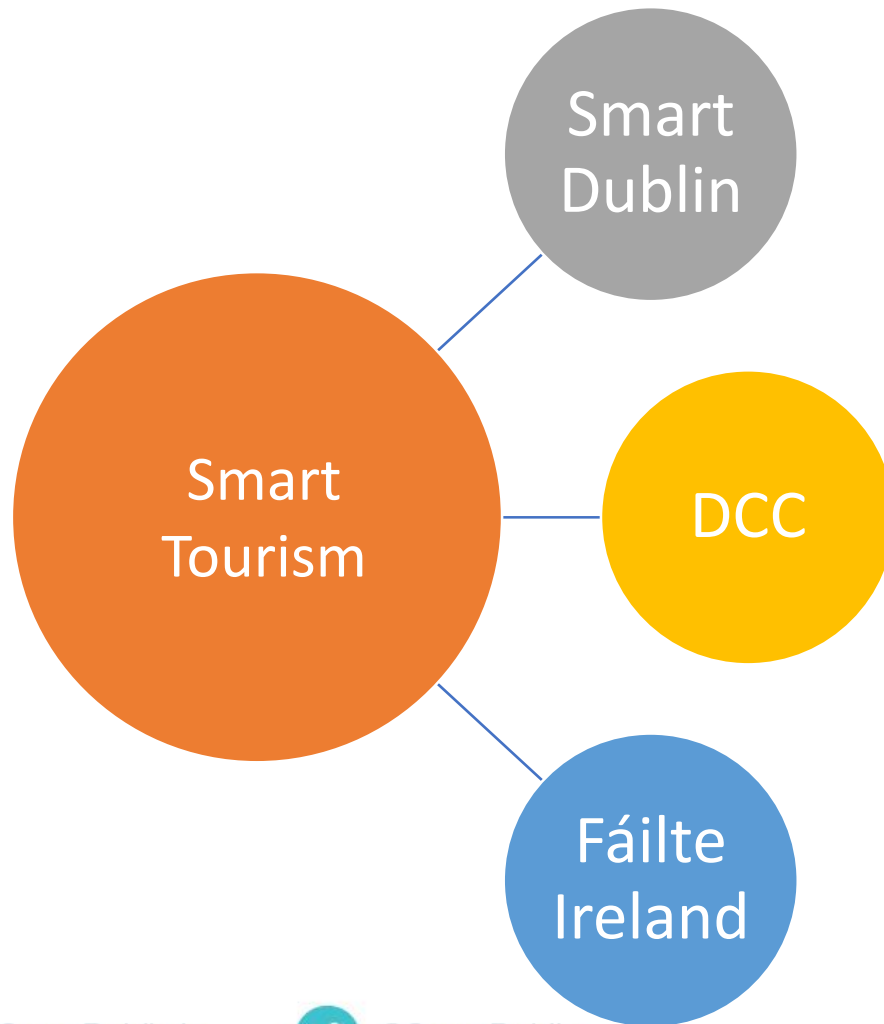


**Fáilte Ireland**



**Dublin City Council**

# Governance & Stakeholders



**An Roinn Turasóireachta, Cultúir,  
Ealaíon, Gaeltachta, Spóirt agus Meán**  
Department of Tourism, Culture,  
Arts, Gaeltacht, Sport and Media



Comhairle Cathrach  
Bhaile Átha Cliath  
**Dublin City Council**



Comhairle Contae  
Átha Cliath Theas  
**South Dublin County Council**

**Comhairle Contae  
Fhine Gall**  
Fingal County  
Council



**DUBLIN CITY COUNCIL**  
CULTURE COMPANY



# Smart Tourism- Definition



A smart destination is an innovative space, **accessible for all**, established on a cutting edge **technology infrastructure** which guarantees **sustainable development** of the land, facilitates the interaction and integration of the visitor with the surroundings and increases the quality of their experience in the destination, as well as the quality of life of residents.

# Smart Tourism: Best Practice

## LJUBLJANA

Category Winner: Sustainability



## MÁLAGA

Category Winner: Accessibility



ACCESSIBILITY

**Accessibility** does not only entail being a barrier-free destination, it also encompasses services that are multilingual and, for example, digitally available to all travelers or visitors – regardless of age, cultural background or any physical disability.



SUSTAINABILITY

Being **sustainable** does not only mean to manage and protect your natural resources as a city, but to reduce seasonality and include the local community.

## COPENHAGEN

Category Winner: Digitalisation



## LINZ

Category Winner: Cultural Heritage & Creativity



DIGITALISATION

A **digital** city uses digital technologies to enhance all aspects of the tourism experience, as well as to help local businesses to grow.



CULTURAL HERITAGE  
& CREATIVITY

The focus on **cultural heritage and creativity** means to protect and capitalise on the local heritage as well as cultural and creative assets for the benefit of the destination, the industry and tourists.

# Smart Tourism Infrastructure

## *Macro*



Technology  
Solutions



AI Marketing



Data Sources



Academia



Experience  
Development



Path to Purchase



Smart  
Sensors/Smart Bins



Policy  
Development



Transport  
Infrastructure



Cycling Infrastructure



Traffic Control

# Smart Tourism Infrastructure

## *Micro*



Tourism Trail Apps



Journey Planner



Data Assessment



Insights and  
Analytics



Visitor Orientation



Smart Tourism  
Lens



Partnerships and  
Collaboration



Best in Class  
Experience Design



VR & AR

# Current Work Streams

The Programme for this partnership will be delivered under the following four headings throughout 2021 and 2022:



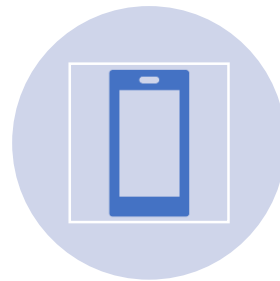
Tourism Trail Apps



Journey Planner



Data Assessment



Digital Transformation/  
Smart Tourism Lens

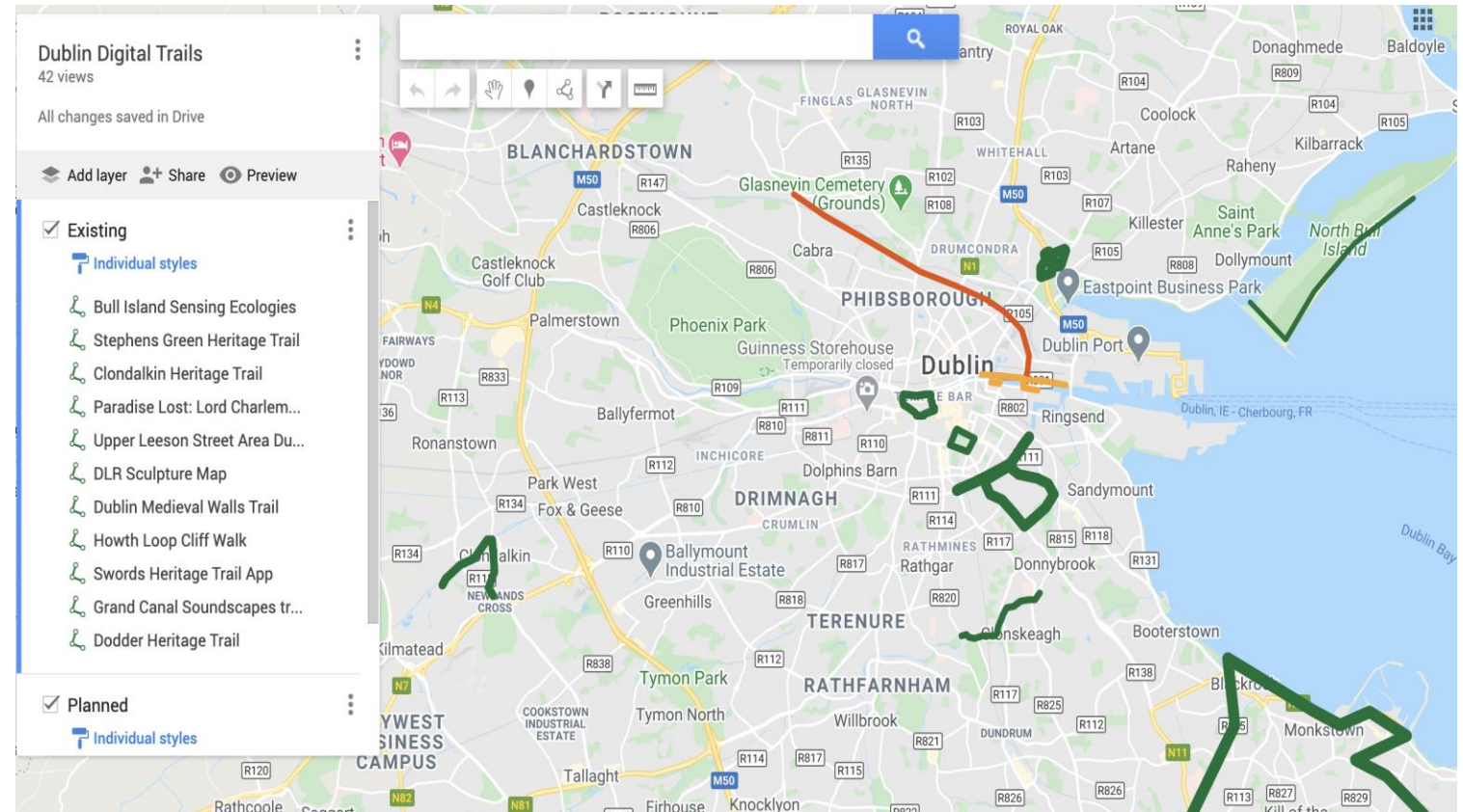
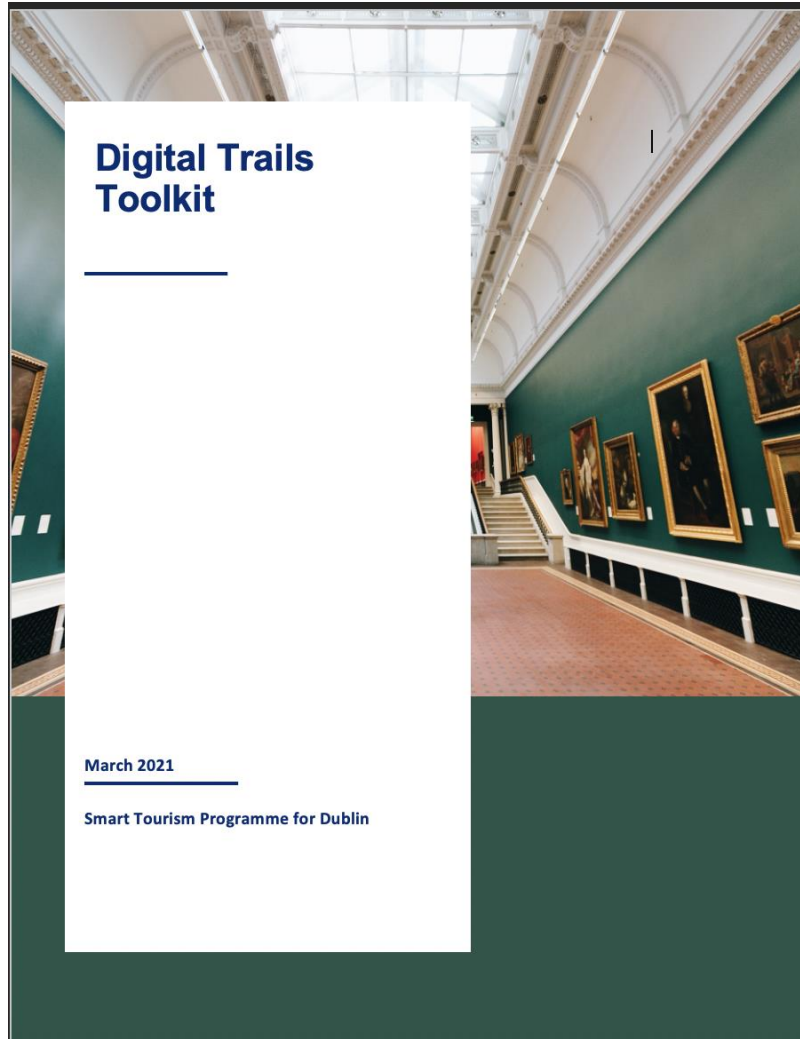
# Mobile App for Heritage Trail(s) Dublin



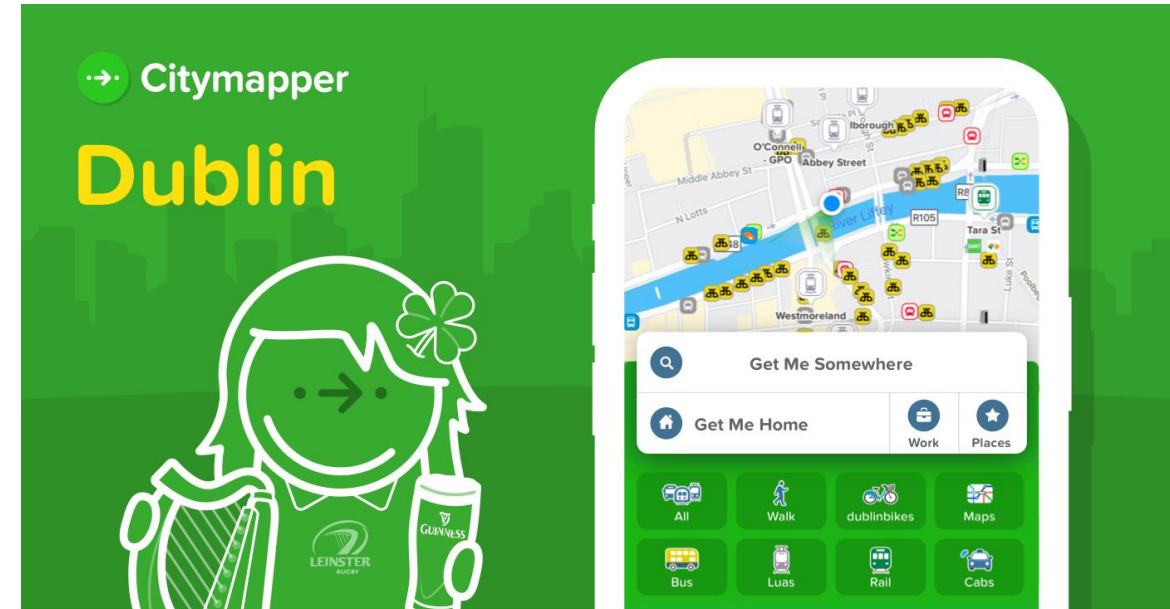
Mobile App for  
Heritage Trail(s)

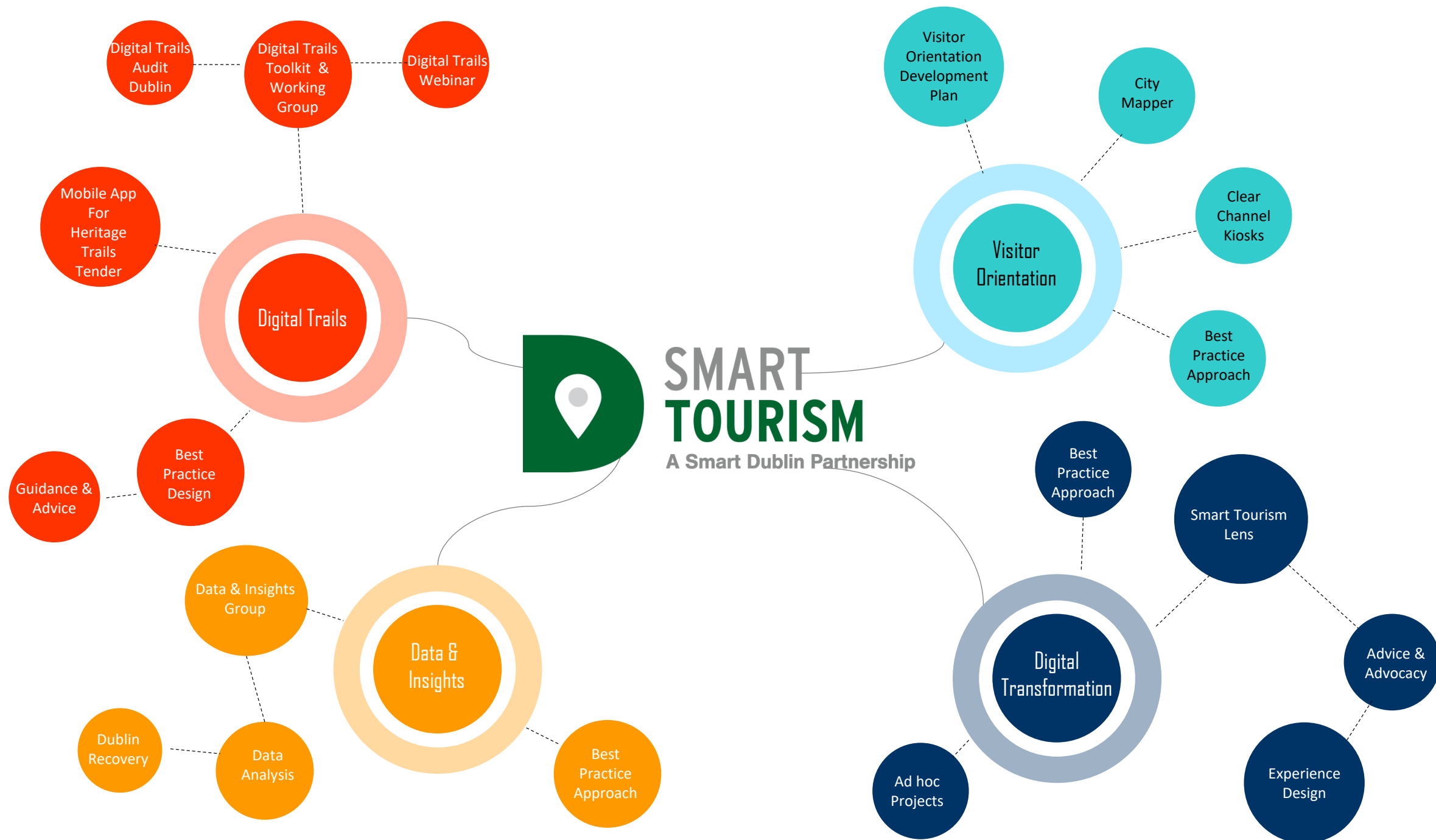


# Digital Trails



# Orientation







# SMART TOURISM

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