Technology, Mobility and Tourism

HIGH LEVEL TRAINING COURSES ON SUSTAINABLE MOBILITY. Barcelona, 11-13 June 2019

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Tourism is an information-intensive sector
DMO, Planners & Administration have been (ALWAYS) an step behind.

The structure of the distribution flow in the tourism industry (adopted from Werthner 1999).
ICTs work in all stages of the trip.

Let’s try....
“As tourists assimilate mobile technologies into their daily practices and expand these practices into digital spaces, they often replicate and reconfigure their performativities and sociabilities. Tourism can be viewed as a complex ‘assemblage’ of portable technologies, infrastructure, virtual and networked spaces, and bodies that flow through various mobilities.”

Hannam, Butler and Paris 2014

https://www.youtube.com/watch?v=t9tluKKCrU4

Los problemas de incivismo se extienden al Turó de la Rovira

- Los vecinos denuncian agresiones por parte de los visitantes que suben a hacer botellón
WIKILOC VERSUS SOCIAL DRIVE

(everything goes through google)
Guttentag (2010) discussed in detail the role of virtual reality for tourism, and suggest that it has the potential to substitute physical travel. However, the continued exponential growth of the number of global tourists, despite the continued technological innovations, seems to support the alternative view that “places are going to be physically travelled to for a long while yet” (Larsen et al., 2007, p. 259).
Thematic Park vs City: Hyper-controlled Disney World
Tourist tracking video

Barcelona estudia los flujos de visitantes en los alrededores de la Sagrada Familia para mejorar su gestión

El concejal de Turismo y Empresa del Ayuntamiento de Barcelona, Ángel Colom, ha presentado hoy en el marco de la Smart City Expo 2016 los primeros resultados de un proyecto piloto para el control de flujos de visitantes que se ha desarrollado alrededor de la Sagrada Familia. Mediante la instalación de sensores wifi, GSM y cámaras 3D, se han registrado y monitorizado los desplazamientos durante 4 semanas del mes de julio, para conocer los perfiles y patrones de comportamiento de las personas que visitan el entorno del templo.

Thematic Park vs City: Stop-Gap Destination Solutions?

Tourist groups banned from Barcelona’s La Boqueria

Barcelona to deploy Worldsensing’s Smart Parking System Fastprk

Tuesday, December 16, 2014 10:41 AM

In its willingness to become a Smart City, Barcelona City Council, through Abertis Telecom, has chosen Worldsensing’s smart parking system, Fastprk, to be deployed in Les Corts District.

Fastprk will offer information about parking availability to the drivers within blue and green spaces, and also on loading, taxis and disabled parking bays. This information will be displayed through a mobile app.

The first phase of the project, promoting by Institut d’Habitat Urbà, through Institut Municipal d’Informàtica (IMI), Mobilitat and Barcelona Serveis Municipals (BSM), includes the deployment of 500 parking wireless Fastprk sensors within Gran Via de Carles III, Av. Sarrià and Travessera de les Corts, at Les Corts District.

This project, which will use Sigfox telecoms technology, will be tested during the next 9 months and it aims to reduce congestion in the area and to improve the drivers’ experience while reducing CO2 emissions.

About Worldsensing
And the magics worlds of Smart Tourism Destination
Web scraping for researching purposes

Evolution airbnb Málaga
It is also technology :), and maybe the solution?
Exercise:

In a paper: 1) Name and city, 2) Touristic mobility problem or gap of information around touristic mobility, 3) Available technology to control or to solve partially or completely the problem, (or legal changes), 4) Barriers.
Gracias.