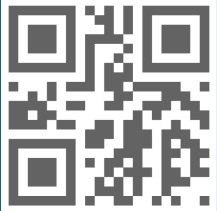




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The Digital Communications capabilities Analysis helps to define the Smart Destination deployment in Balearic Islands

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Tourism Management Try ...

✓ Improve the tourist experience

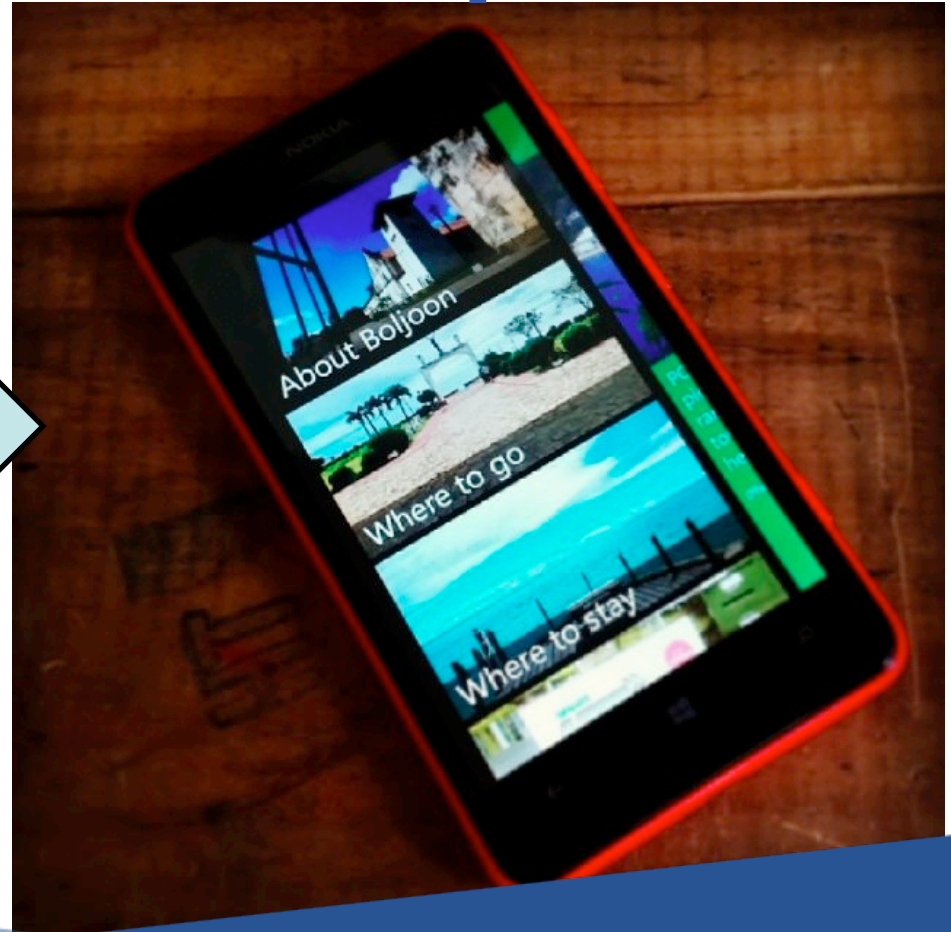
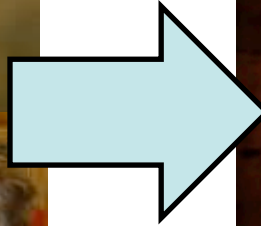


Something is changing...



- ✓ We use intensively any digital devices

Something is changing... so Tourism must adapt...



Tourism has no boundaries... (Prof. Jafar Jafari)
...take advantages from new trends

Digital Life

From passive to **Active** citizen

- ✓ **Connected**
- ✓ **Source & Sink of Info**
- ✓ **Participative**



Something is changing... so Tourism demands...

Data organization

Data access





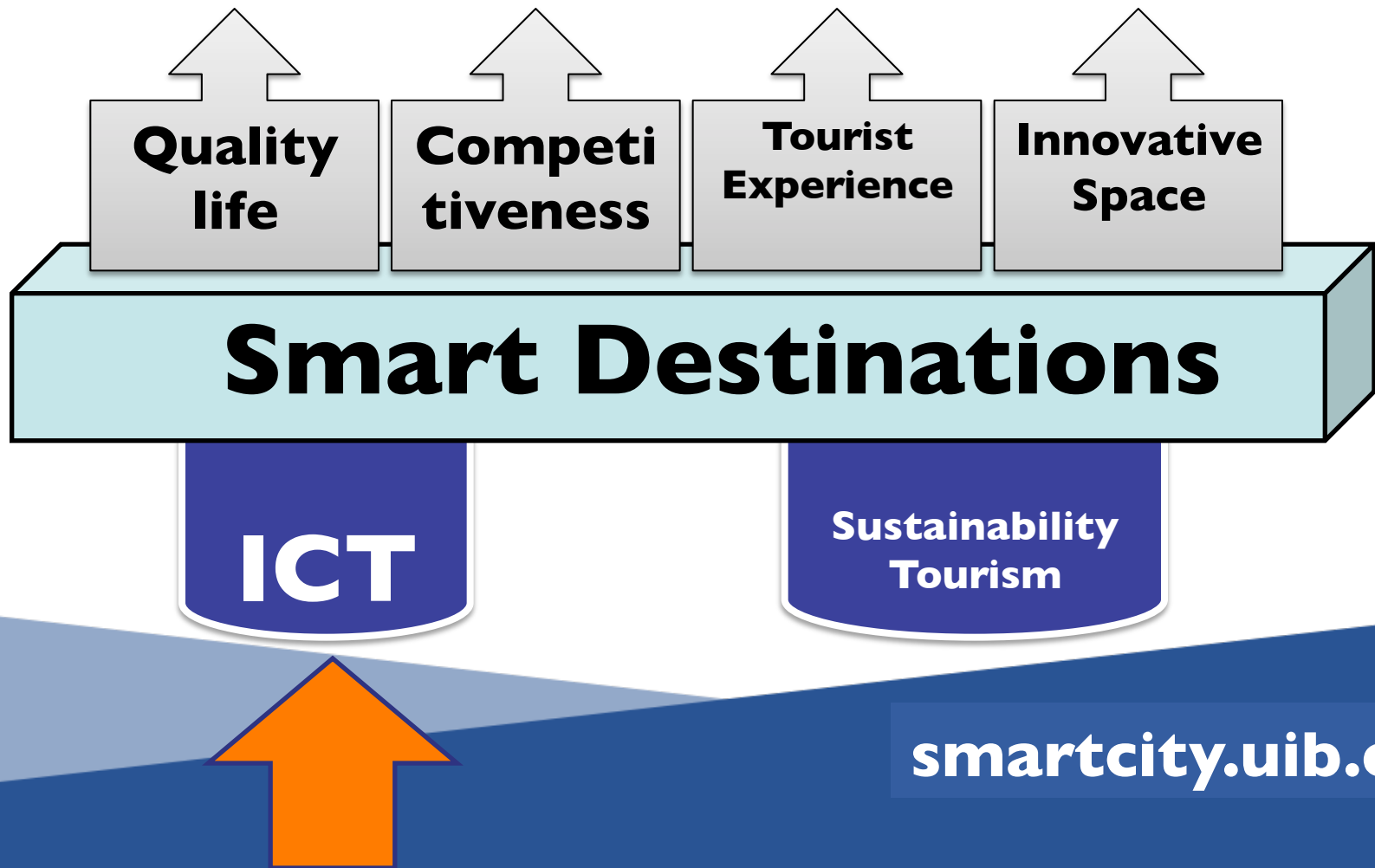
THE METROPOLITAN MUSEUM OF ART

Future of travel is all about:

Connecting
the physical & the digital, the
in-person & the online.



Tourism has no boundaries...
...take advantages from new trends
...and defines new opportunities



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Motivation

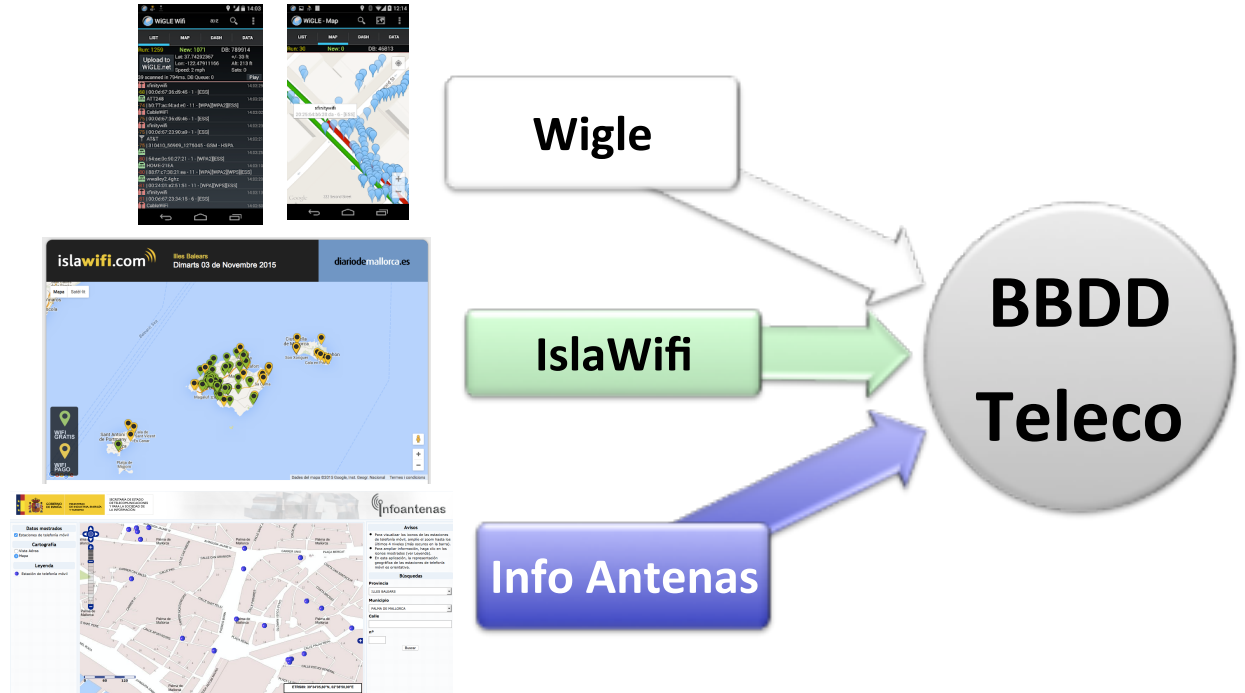
- Deep knowledge about how technology is used in the destination
- Define an index to measure the digital deployment of a destination
- Help to efficient planning the use of smartphone on the STD



Inventory of the ICT infrastructures

ICT Infrastructures:

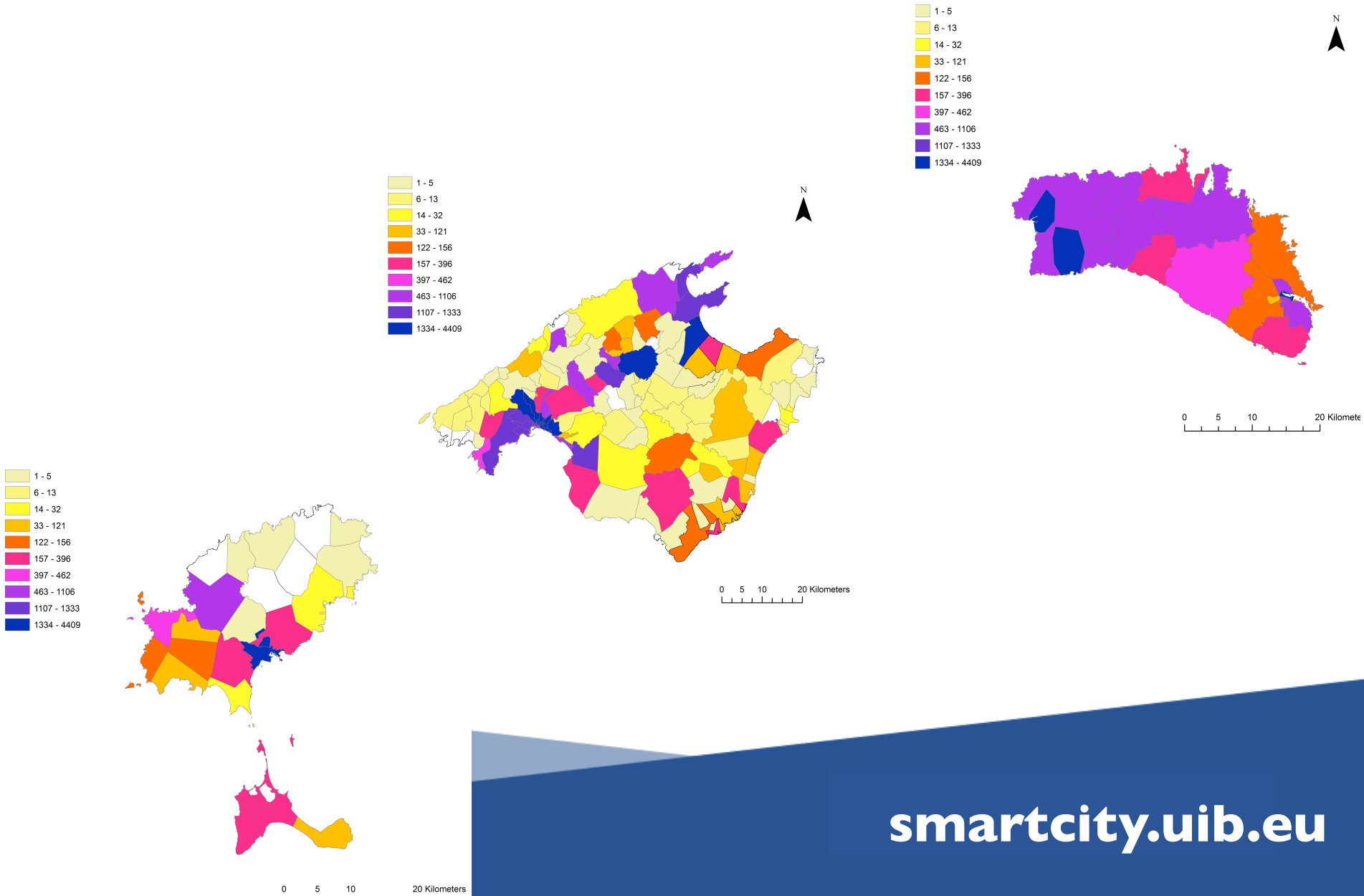
- Mobile Networks
- Wifi Networks



Total ICT infrastructures: 432.234

Total ICTs with clear tourist orientation: 96464

Geographical ICT Resources



Digital Immersion Index (DII)

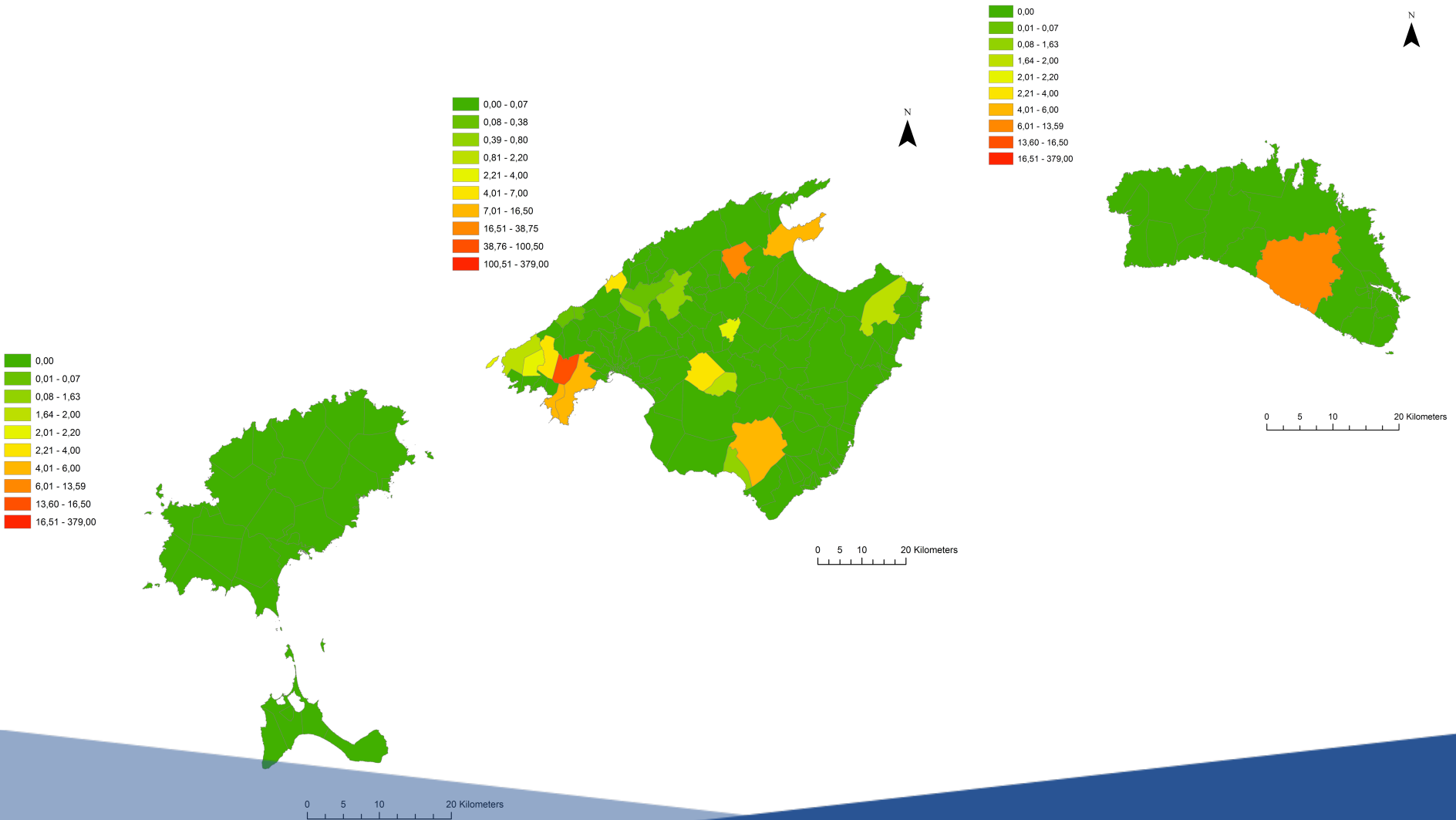
- Correlate the presence of touristic accommodation buildings (Hotels & Apartments) with the CIs distribution

$$DII = \frac{\#CIs}{Accommodation}$$

Assumptions:

- ✧ Each hotel or Apartment has only one CI
- ✧ There are other touristic establishments offering ITC services

Digital Immersion Index Results



Digital Immersion Index

- A new methodology has been proposed to highlight the digital deployment level of the destination,
- The needs of the territory to define smart initiatives can be established,
- The results show a clear lack of planning in the ITCs deployments in Balearic Islands, not assuring complete and homogeneous number of ITCs concentration

