



Ports de Balears

Autoritat Portuària de Balears



Universitat
de les Illes Balears



Policia Local

Ajuntament de Palma



Tourist Emergency Info

Bartomeu Alorda y Francisco Mas
Universitat de les Illes Balears

Jorge Martín Jiménez
Jefe de Calidad e Innovación
Autoritat Portuària de Balears

SECURITY



Citizen Security

Condition or situation comprehensively safeguard people and property from risks and threats and the free exercise of their human rights.

Community Safety

Concrete model of security management that has the citizen in the design, development and verification of security policies.

Tourist Safety

Protection of life, health, physical, psychological and economic integrity of visitors, service providers and members of the host communities.

Tourism security is a variable of public safety and should be analyzed as part of a comprehensive security system with their own indicators and areas of work.

IMPORTANCE OF SAFETY AS A TOURIST DESTINATION



Security creates trust.

Today, tourism is one of the key activities for the economy, generating employment and welfare.

Trust generates wealth

This fact should motivate, public administrations and the private sector to establish mechanisms to protect the activity of potential threats and risks.

Wealth generates welfare

Any event influencing the confidence of tourists and is a crucial variable in the choice of destination.

Should exploit the image of safe destination as one of its main attributes.

Security is an essential indicator of competitiveness for the economy of a country.

SENSE OF SECURITY INTO A TOURIST DESTINATION



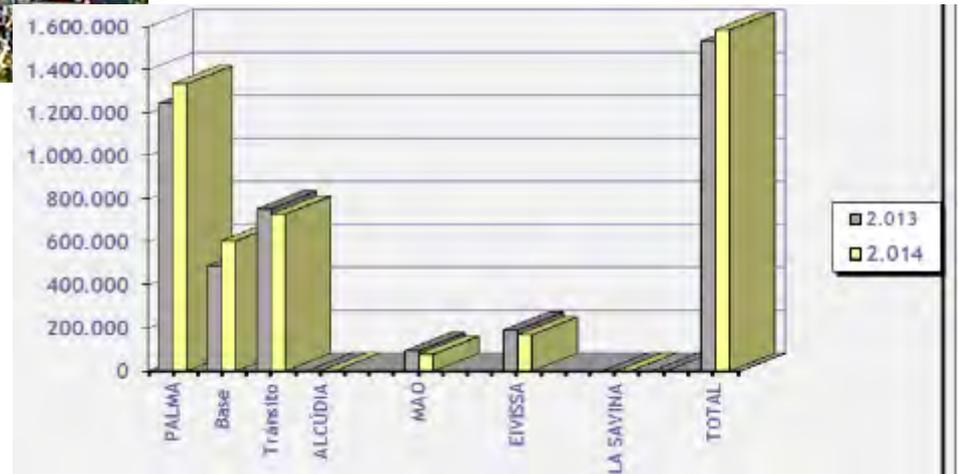
Public safety.
Social Security.
Medical safety.
Information security.
Safety leisure and events.
Road Safety and displacements.
Environmental safety.
Safety of tourist services.

The destination must be perceived as a risk-free space

CRUISE TOURISM IN BALEARES



	2013	2014
PALMA	1.245.244	1.336.437
Base	490.644	606.009
Trànsito	754.600	730.428
ALCÚDIA	1.025	1.058
MAÓ	95.525	79.089
EIVISSA	191.814	169.065
LA SAVINA	1.066	875
TOTAL	1.534.674	1.586.524



MOTIVATION



- **Maximum attention to visitors**
 - Attention in emergency and safety situations
- **People who require special attention:**
 - Specialist care diseases (Alzheimer, mental disorders)
 - Groups of seniors visiting,
 - Minor children.
 - Intoxication or other substances,
 - Heart attacks, fainting, allergies, etc.
- **Difficulty of communication in the native language of the affected.**
- **Maximum information to act efficiently and quickly.**

APPROACH



Use of information for efficient resolution and quality of emergencies.

More and better information available

Improving decision-making in the short term

Improved service quality

Improved sense of security

AVAILABLE TECHNOLOGIES



Ports de Balears

Autoritat Portuària de Balears



Universitat
de les Illes Balears



Policia Local
Ajuntament de Palma



■ QR Code

- Low Cost (image)
- Accesible (generation)
- Open Information or data communications



■ RFID / NFC

- High cost / moderate (reader, writer and suport)
- Mobile underdevelopment
- Need data communication
- Not accesible (technology)



QR APPROACH

- It provides extra security to users in an emergency situation, identifying vital information instantly.
- TEQR QR proposes the use of self-contained and codes encrypted information accessible by a specific or generic reader App.
- To manage the emergency response, information will be accessible without data connection and instantly.



WHAT IS TEQR ?



The aim of the platform is TEQR protect children, the elderly, people with serious conditions and even risk athletes or motorists. Apparently, there is a qr code, but nothing is further from reality, is the QR code that helps when it's needed.

And how does it work?

Simply scan the code where support is hosted to help at the time, revealing the vital data that can be key to save.

As the basic personal data, contact the person to be notified in case of emergency and medical information (illnesses, allergies, intolerances ...).

In case of disorientation or any problem that may arise is the bearer of EQR

Has plenty of practical cases: the child who is lost on the beach and simply scanning can call their parents, Alzheimer's patients who are disoriented, the ambulance comes and saves the time to find out the blood type ... ”

PLATFORM PROPOSAL



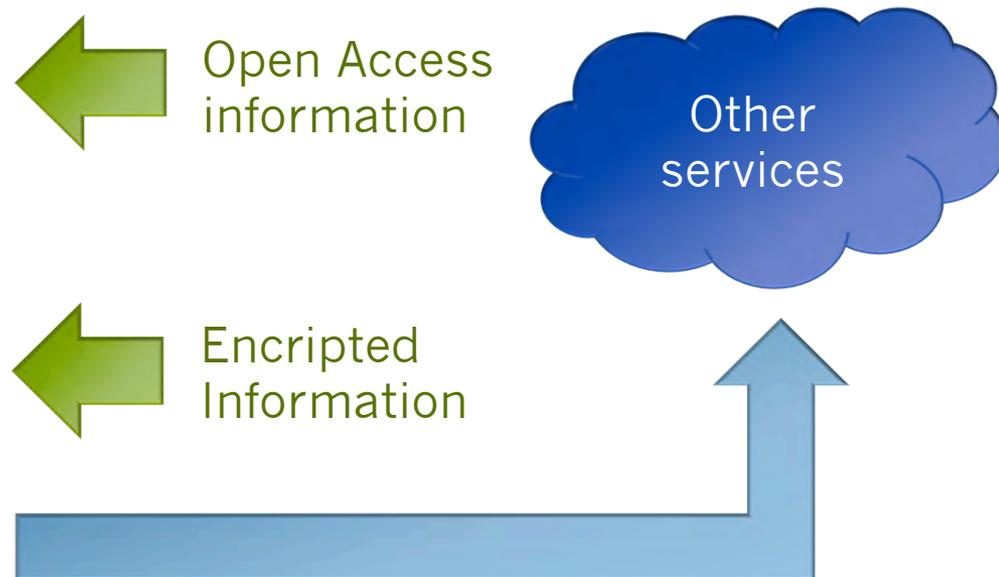
■ generation Information

- Accessible to interested
- No language barriers
- Adaptable to various media
- Independent of device
- Data Protection Act
- simple process
- Process without registration

■ Information inquiry

- Managing activation
- Independence between agencies
- Independent of device
- Offline Data

TEQR PROPOSAL



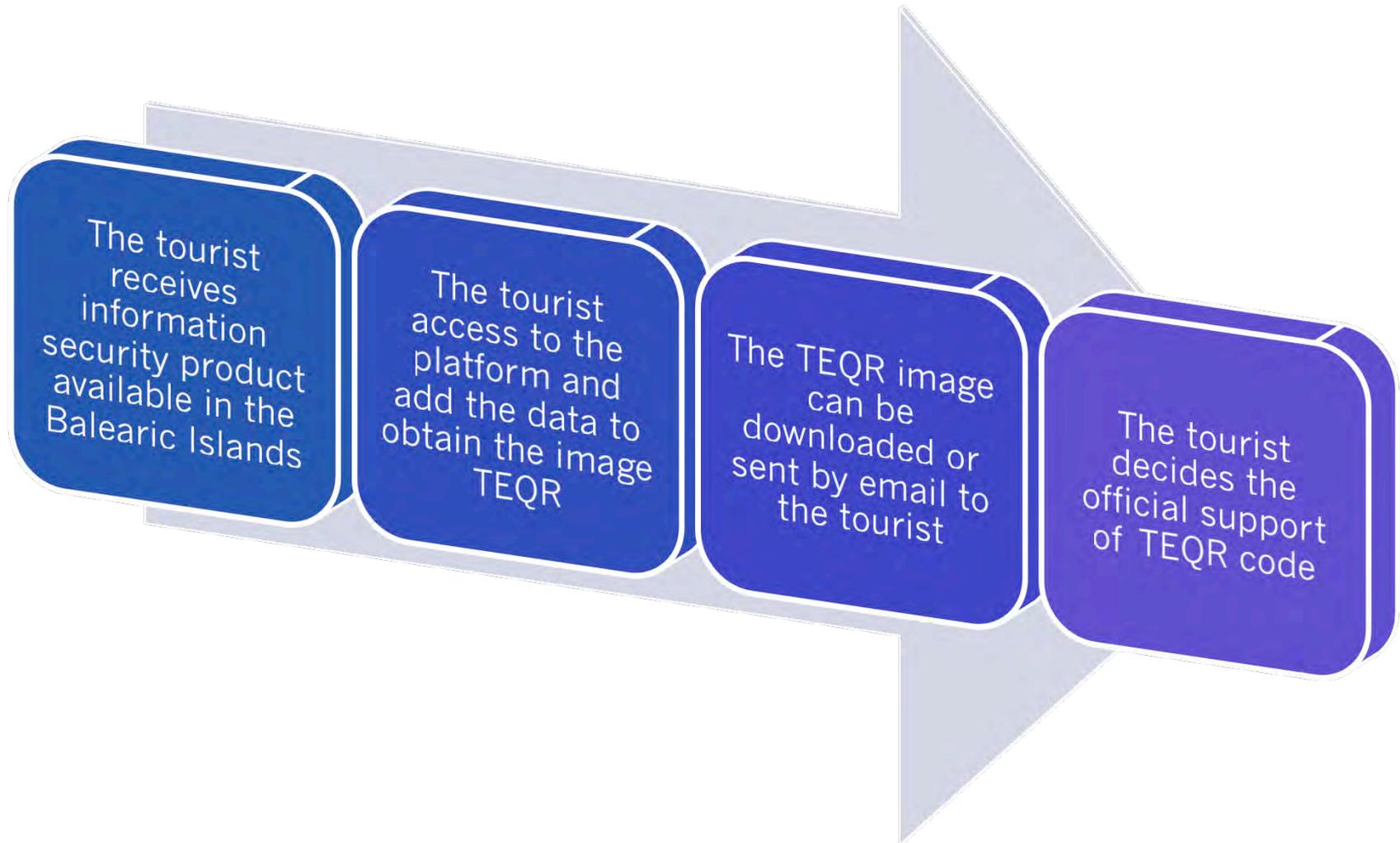
TE QR READER FUNCTIONS

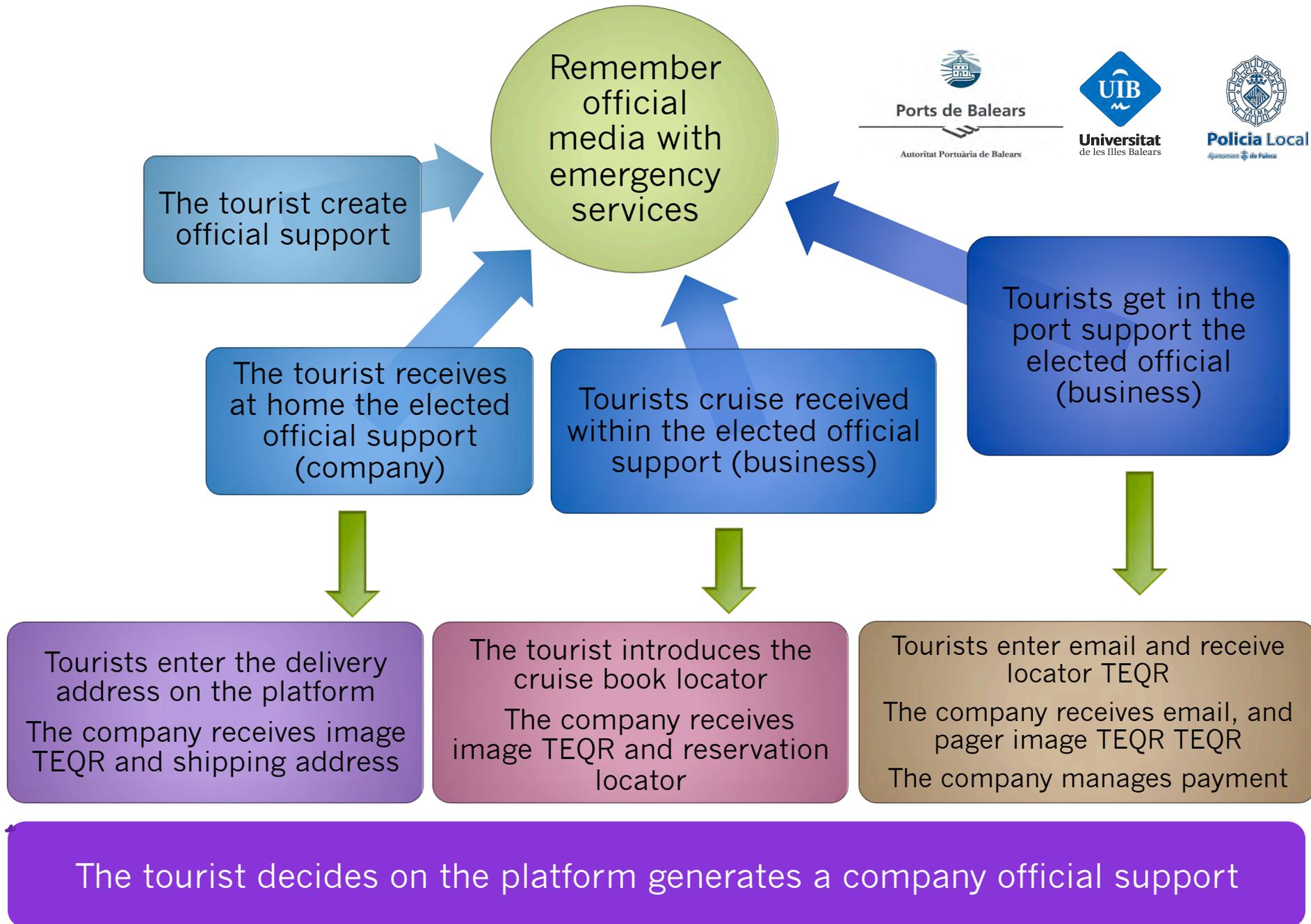


- Example TEQR information contained within the code:
 - Full personal details: name, nationality, date of birth, place of residence, identification
 - Current Location: Hotel room
 - Contact numbers in case of emergency
 - Medical data: Blood, diseases of particular importance, operations, medicines, contraindications, allergies.

The user decides the level of each information protection

HOW IT ALL BEGINS?





The tourist decides on the platform generates a company official support

CONCLUSIONS



- The information is vital in an emergency
- Multi-technology support?
Multi-application
- Regardless of data connection
- Support for the performance of the agent / professional
- Increased quality of service

CONCLUSIONS



- 100% protected data - Validation of data protection law
- No data custody
- No sensitive data is transmitted / offline data
- They are compatible with standard QR readers
- Free app for reading data protected
- Every private or public body may use the activation platform TEQR readers for internal management

OBJECTIVE: Improving the quality and effectiveness of assistance in emergencies

TE QR SERVER



Ports de Balears

Autoritat Portuària de Balears



Universitat
de les Illes Balears



Policia Local
Ajuntament de Palma

Datos de origen

DATOS PERSONALES

NOMBRE: FRANCISCO

APELLIDOS: MAS YNAREJOS

DNI: 49978213x

PAIS: España

F/N: 22/09/1957

DIRECCIÓN: AVD. AMERICA

Nº: 11 CP: 07199

DATOS CONTACTO

HOTEL: hotel 2

HABITACIÓN: 434

Telf. CONTACTO: 630630630

DATOS MÉDICOS

ENFERMEDAD: enfermedad 2

ALERGIAS: alergia 1

enfermedad 1

alergia 2

enfermedad 2

alergia 1

Vaciar Enviar

E-QR RESULTANTE:





Tourist Emergency Info

Bartomeu Alorda y Francisco Mas
Universitat de les Illes Balears

Jorge Martín Jiménez
Jefe de Calidad e Innovación
Autoritat Portuària de Balears