



GENERALITAT
VALENCIANA



RED DE DESTINOS TURÍSTICOS INTELIGENTES
COMUNITAT VALENCIANA



- 4,96 m population.
- Castellón, València y Alicante.
- 524 km coastline.
- 25,3 m tourists.
- 9 UNESCO World Heritage sites.
- 22 landscapes with the protected designation of “Parques Naturales”.
- 14 celebrations considered as events of International Tourist Interest.

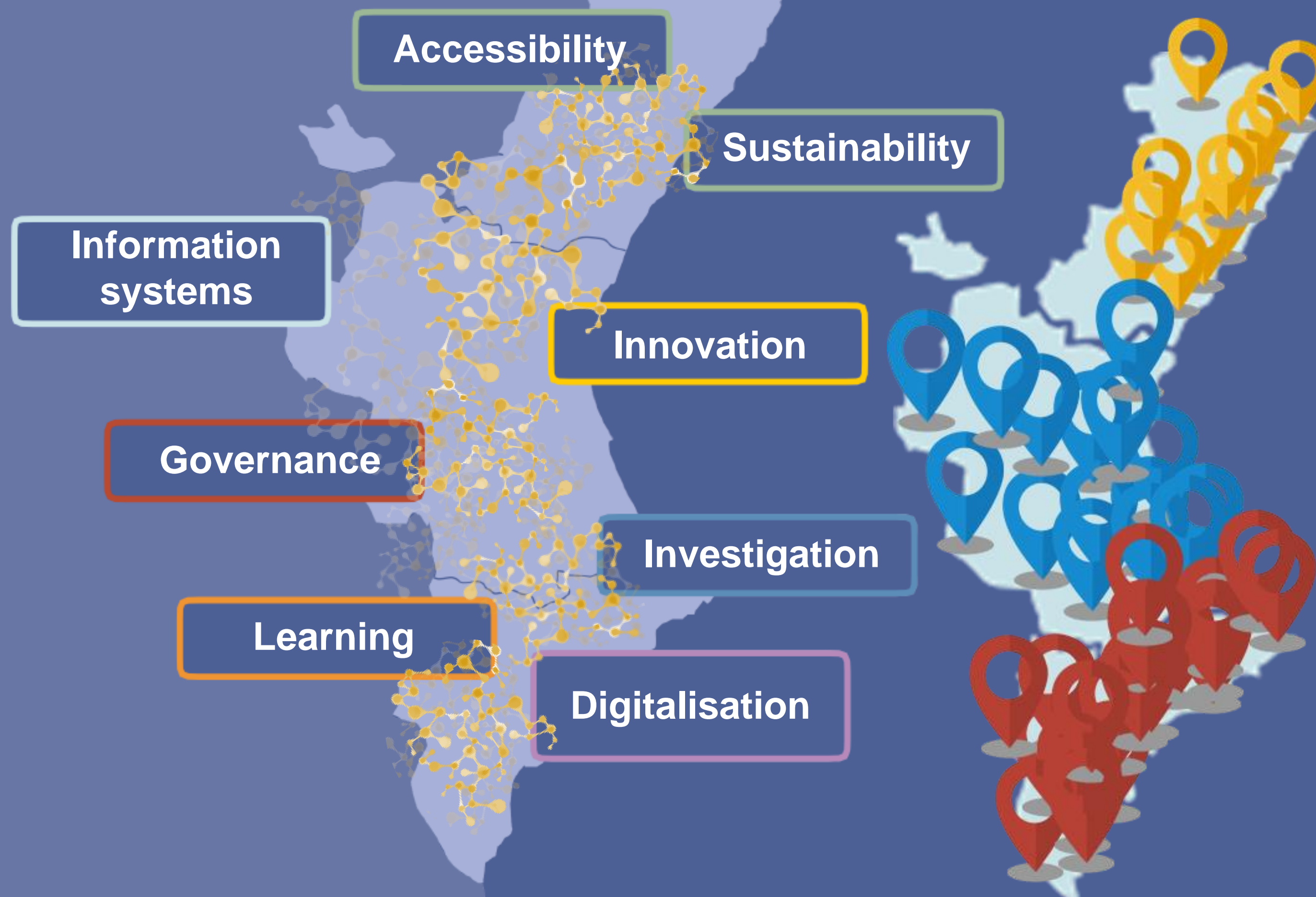
Invat-tur

Valencian Institute of Tourism Technologies

- Public company attached to the Regional Ministry of Tourism of the Valencia Region.
- Promote Research, Development and Innovation among tourist destinations and companies in the Region of Valencia.
- Generation and transfer the tourist knowledge, through the development of R+D+i projects and adaptation to new trends in all aspects of the tourist market.



Valencia Smart Destination Model (DTI)



48 municipalities adhered to the Smart Destinations network

Beaches are a very sensitive ecosystem that needs to find a balance between conservation and the social use of them. That thing involves various elements and agents to be considered simultaneously at the time of protection, utilization and promotion.

Smart Beaches in Valencia Region

Why a specific study?

In the framework of the DTI model of the Valencia Region



Management of public administrations

The profusion of competent administrations in their management that makes it difficult to implement new models.



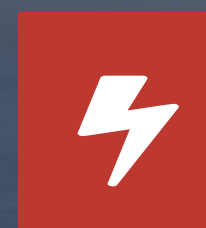
Quality and environmental management systems

Used by destinations but without a technological and innovative approach.



Users

High sensitivity in the user's perception of changes on the beaches.



Services

Improvement in terms of services provided on the beaches: accessibility, sustainability, security...



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Focus of the study

Agents involved



Destination managers

As promoters of change and proposal for improvement in management models



Beaches users

Improving the perception of the destination through quality and new services



Business

Providers of services on the beaches, integrating into the DTI model and opening the possibility of new business models



DTI Model

Aligned with the Smart Destinations Strategy of the Valencia Region



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Areas of Study

Three areas of action on the beaches of the Valencia Region

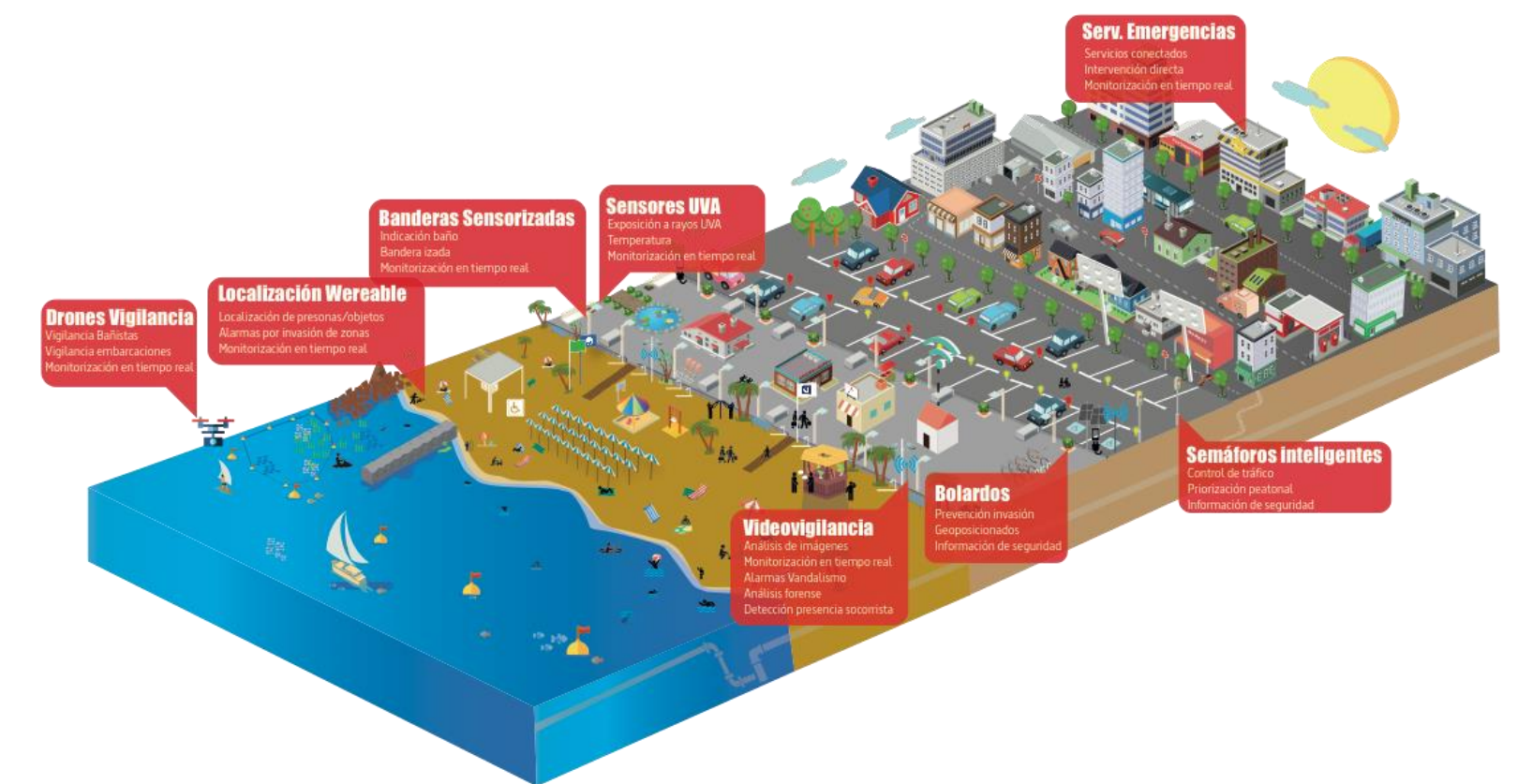
MODELO GRÁFICO SOSTENIBILIDAD



MODELO GRÁFICO ACCESIBILIDAD



MODELO GRÁFICO SEGURIDAD



Sustainability

Beaches more sustainable environmentally, economically and socially



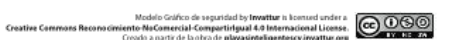
Accessibility

Beaches for everyone. With adapted services and new possibilities to facilitate inclusion



Security

Safer Beaches With better management and control over the environment



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SMART BEACHES GRAPHIC MODEL VALENCIA REGION



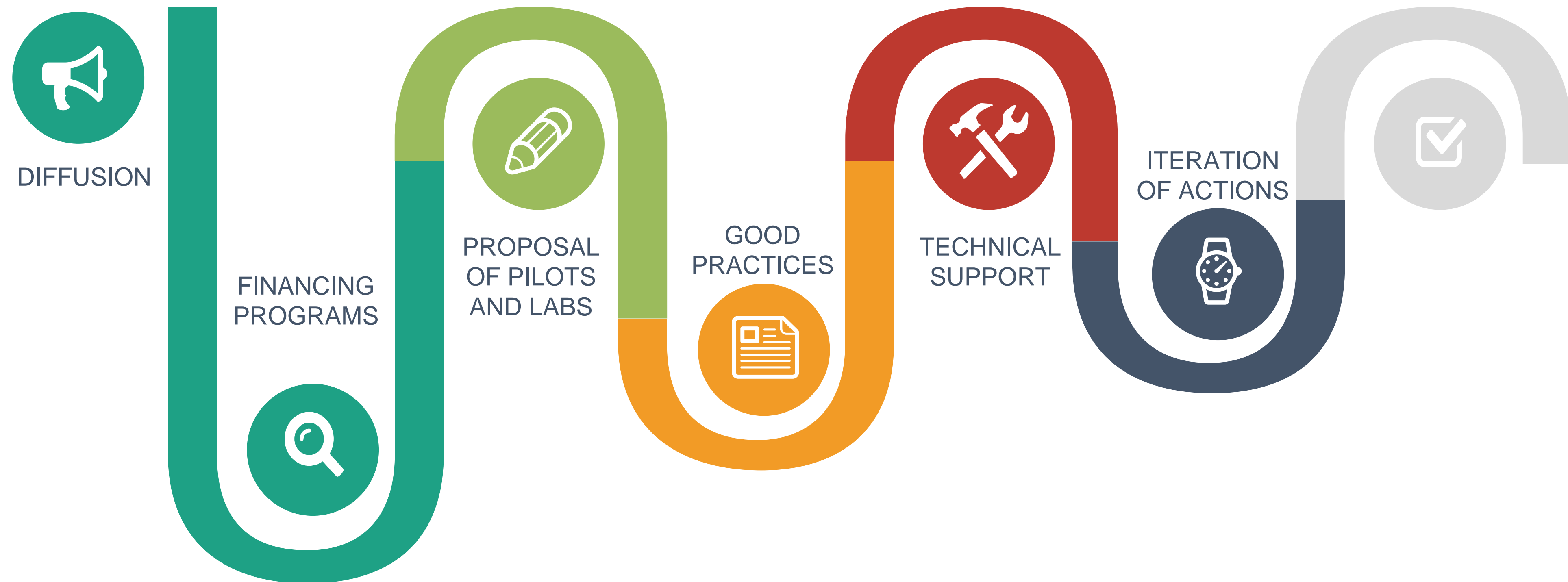
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PDCA Model

Invat·tur holds the Technical Assistance for Smart Destinations



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Technology allows the achievement of:

- ✓ **More efficient beaches.** With a more efficient management of its resources and better perception of services.
- ✓ **More sustainable beaches.** With the reuse of resources and technology that integrate the environment, the social and the economic in the environment.
- ✓ With **better services** that increase the perception of quality, help in their choice and provide new economic models.
- ✓ **Better managed.** With the obtaining of data and indicators that allow a more rational model in the management of beaches.
- ✓ **More secure.** Emergency and everyday use, ensuring tranquility of users and the information to them.
- ✓ **More accessible.** Beaches for everyone, with advanced services for people with disabilities, universal accessibility to integrate and improve everyone's satisfaction.





<http://invattur.gva.es/>



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