smart beaches
Valencia Region
- 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

Information systems
Accessibility
Sustainability
Innovation
Governance
Investigation
Learning
Digitalisation
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...
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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DTI Model
Aligned with the Smart Destinations Strategy of the Valencia Region
Areas of Study
Three areas of action on the beaches of the Valencia Region

**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
Used technology

- **Sensors**
  - Monitoring and controlling the environment
  - Integrating IoT and BIM tools

- **RFID**
  - Scanning and identification of objects
  - Security and access control

- **Apps - CRM - WEB**
  - User-friendly interfaces
  - Personalized recommendations

- **E-commerce**
  - Online sales and promotions

- **Augmented Reality**
  - Interactive and immersive experiences
  - Educational and entertainment content

- **Big Data**
  - Analyzing large datasets

New experiences

- **Augmented reality, gamification**
  - Interactive learning and engagement

- **Labels, location of rental products**

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**Map of Technologies Smart Beaches**

**Beach Users**
- **Location**
  - Monitoring of elderly and dependent users
- **Best Information in Mobile Devices**
  - Enhanced information delivery

**New Services for Visitors**
- **Arrival**
  - Personalized welcome with information services
- **Recommendations**
  - Recommendations on available services

**Ecotourism**
- **Special sightings points**
  - Monitoring of protected species

**Nautical Sports**
- **Sailing and windsurfing**
  - Navigation and safety services

**Communication and Assistance**
- **Virtual assistants**
  - Assistance to visitors

**Enhanced Experience**
- **Virtual tours**
  - Access to information through augmented reality

**Mobility**
- **Suggested routes**
  - Traffic information and notifications

**Culture**
- **Information on cultural events**

**Feedback**
- **Monitoring activity anonymously**

**Destination Manager**
- **Tourist Office**

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**Sostenibilty**
- **Sea conditions**
  - Detection of algae blooms
- **Coastal line**
  - Monitoring of coastal environments

**Water Supplies**
- **Separate network of drinking water**
  - Monitoring and control of consumption

**Security**
- **Fire alarms**
  - Video surveillance

**Sustainability**
- **Smart parking, waste optimization**

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http://invattur.gva.es/
PDCA Model

Invat·tur holds the Technical Assistance for Smart Destinations

DIFFUSION

FINANCING PROGRAMS

PROPOSAL OF PILOTS AND LABS

GOOD PRACTICES

TECHNICAL SUPPORT

ITERATION OF ACTIONS
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.

- **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.

[https://www.youtube.com/watch?v=8wjSmz-whTY](https://www.youtube.com/watch?v=8wjSmz-whTY)