



AETIC

Asociación de Empresas de Electrónica,
Tecnologías de la Información
y Telecomunicaciones de España



E+D+i

Antonio Alfaro, AETIC
aalfaro@aetic.es

2nd Future Internet Usage Areas Workshop

Brussels,
June 22nd 2010

www.idi.aetic.es

Tourism and Future Internet

ICT tools and Future Internet based smart services, infrastructures and devices applied for strengthening a strategic sector for Europe

Strategic for Europe

- Europe is the world's most important tourism market
- In 2009, 11 out of the top 20 countries in the TTCI ranking (*Travel and Tourism Competitiveness Index*) are EU-27 countries
- EU is the number one tourist destination in the world with approximately 247 million international tourist arrivals in 2009
- UN World Tourism Organization forecasts up to 717 million international tourist arrivals by 2020
- In its most narrow definition, the EU tourism industry generates more than 5% of the EU GDP, with about 2 million enterprises employing approximately 8 million people
- Tourism is one of the main engines to put back the European economy into the positive trend

Tourism and Future Internet

ICT tools and Future Internet based smart services, infrastructures and devices applied for strengthening a strategic sector for Europe

Tourism and Future Internet

- **Research and innovation on information and communication technologies for the competitiveness of the EU tourism sector is extremely important for Europe.**
- **ICT and Internet specially, has become an almost universal feature of the tourism industry.**
- **Tourism is a sector where public-private collaboration is crucial in order to provide added-value products to tourists.**
- **We consider that the intensive use of several of the technologies included in the Future Internet scope would enhance the performance of the whole tourism industry, maximizing benefits and increasing enormously its competitiveness**

Tourism and Future Internet

ICT tools and Future Internet based smart services, infrastructures and devices applied for strengthening a strategic sector for Europe

Future Internet and Tourism

Tourism sector has important synergies with other strategic sectors such as energy, transport and health, thus offering an excellent usage area for testing Future Internet developments from other pilots and also for generating its own requirements

Some examples of the cross-sectorial characteristics of the tourism sector and key areas where Future Internet would add value are:

- **Personalization** as a way to offer a tourist services and contents adequate to his culture, interests, experience, time.
- **New service-oriented architectures would allow interoperability and access to a wider range of services and content providers.**
 - *ICT systems in this sector often lack data standards, resulting in a lack of interoperability that prevents collaboration across countries and players*
- **New algorithms and tools should be implemented in order to help in the manipulation, generation and sharing of multimedia contents.**

Tourism and Future Internet

ICT tools and Future Internet based smart services, infrastructures and devices applied for strengthening a strategic sector for Europe

Conclusions

- Tourism sector is a very wide and active sector, where many of the proposed Future Internet technologies can be tested with a tremendous potential impact in society and economy.
- It can become a key driver for Future Internet and a key usage area for the development of Future Internet, the definition of its requirements and later implementation of results.

This proposal is supported by the Spanish SEGITTUR (State Company for the Management of the Innovation and Technologies in Tourism), AETIC (The Spanish Association for Telecom, Electronic and Information Society Technologies), TELEFONICA R&D and Vicomtech.



SEGITTUR
turismo e innovación



AETIC
Asociación de Empresas de Electrónica,
Tecnologías de la Información
y Telecomunicaciones de España



Telefónica
Investigación y Desarrollo



THANK YOU!!!

AETIC

Sede social:

Príncipe de Vergara 74, 4ª planta

28006 MADRID

Telf. 91 590 23 00

Fax. 91 411 40 00

Delegación en Cataluña:

Avda. Diagonal 618, 3º A

08021 Barcelona

Telf. 93 241 80 60

Fax. 93 241 80 61

www.aetic.es

aetic@aetic.es

Antonio Alfaro, AETIC

aalfaro@aetic.es



Asociación de Empresas de Electrónica,
Tecnologías de la Información
y Telecomunicaciones de España