

Trends and Developments
in Sustainable
Tourism



02 - 03 October 2014
Graz (Austria)

ICT based communication and web 2.0/ for Sustainable Tourism



Carlos Cabo
Project Unit
FUNDECYT-PCTEX





FUNDECYT PCTEX

un espacio para innovar

FUNDECYT – Scientific and Technological Park of Extremadura

FUNDECYT-PCTEX

Badajoz – Extremadura - España

FUNDECYT-PCTEX tries to create a **space** and necessary **services** which facilitate the **exchange of knowledge, science and technology** for the socio-economic development of **Extremadura**.



UNITS



Activities Areas

- .- Exchange of Science, Technology and Knowledge
- .- Social and Business Innovations, and Innovation for Public Sector
- .- Space Management of Research, Technological Development and Innovation
- .- European Project Management. Support to organizations to submit national and European projects.
- .- Attraction, Management and Development of Talent
- .- Support to Entrepreneurship based on Science, Technology and Knowledge

ICT & S. Tourism

We are talking not about **Technology**



Twitter

zoho Work. Online

animoto

EtherPad

omnisio

Webspiration

Google maps

netvibes Dashboard Everything

yammer

authorSTREAM

ROXIO

PhotoShow

youpublish

YouTube

MARBELIEFS.COM

mind42.com

SurveyMonkey

edmodo

Bloglines

BIG HUGE

Dropbox

exploratree

Picasa

MediaFire

Aviary

MINDOMO

Lovely Charts

LABS

FotoFlexer

Apture

PhotoFunia

Go!Animate anyone can animate.

JayCut

Mixbook

3000

Google docs

timeline

Scribd

PikiStrips.com comic strips for fun

capzles time. captured.

Pixton

TiltShift maker

Doodle

Picturetrail

Poll Everywhere

cameroid

gliffy

tumblr.

skype

mindmeister

Wikispaces

strip generator

Polldaddy

FLOWCHART

USTREAM You're On

ClipYourPhotos

JamStudio.com The online music factory

ZAMZAR Free online file converter

BETA

PLAYCRAFTER games you create

dipity

Google reader

TeacherTube

flickr

xtra normal

PhotoPeach

72 photos

delicious

ScheduleOnce Find a time in no time

slideshare present yourself

EVERNOTE

screenr

fuzzmail

Blabberize

Jing

AudioPal Beta

NOTA

picnik

Wordle

blip.tv

sliderocket

280Slides

remember the milk

NING

fotobabble Talking Photos

Word It Out

EMPRESSR

PurposeGames

voicethread

drop.io

VUVOX your visual voice

PIXENATE photos made easy

ScreenToaster Toast your screen

MagTool Magnify Your World

Poll Authority

ICT & S. Tourism

We are talking about **PEOPLE**

How the **PEOPLE** use the **ICT** and

What the **PEOPLE** hope about a **Sustainable Destination**

How does the **NEW**
TOURISTS use the
technology?

ADPROSUMER

ADPRO SUMER

CONSUMER

Tourists **consume** tourist products; additionally the tourists **consume** web contents related to tourism.

ADPROSUMER

PRODUCER

Tourists **produce** web
contents (comments,
pictures, videos, etc.)

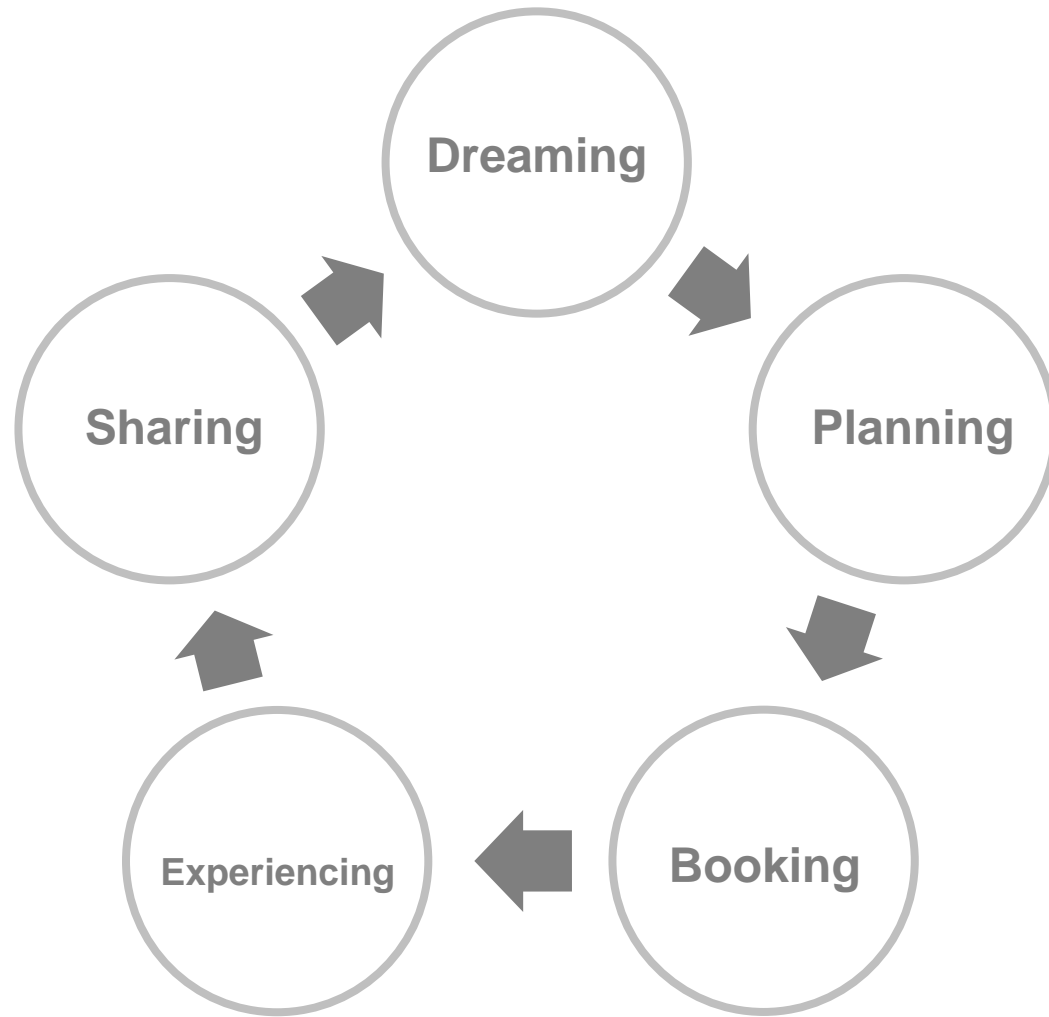
ADPROSUMER

ADVERTISER

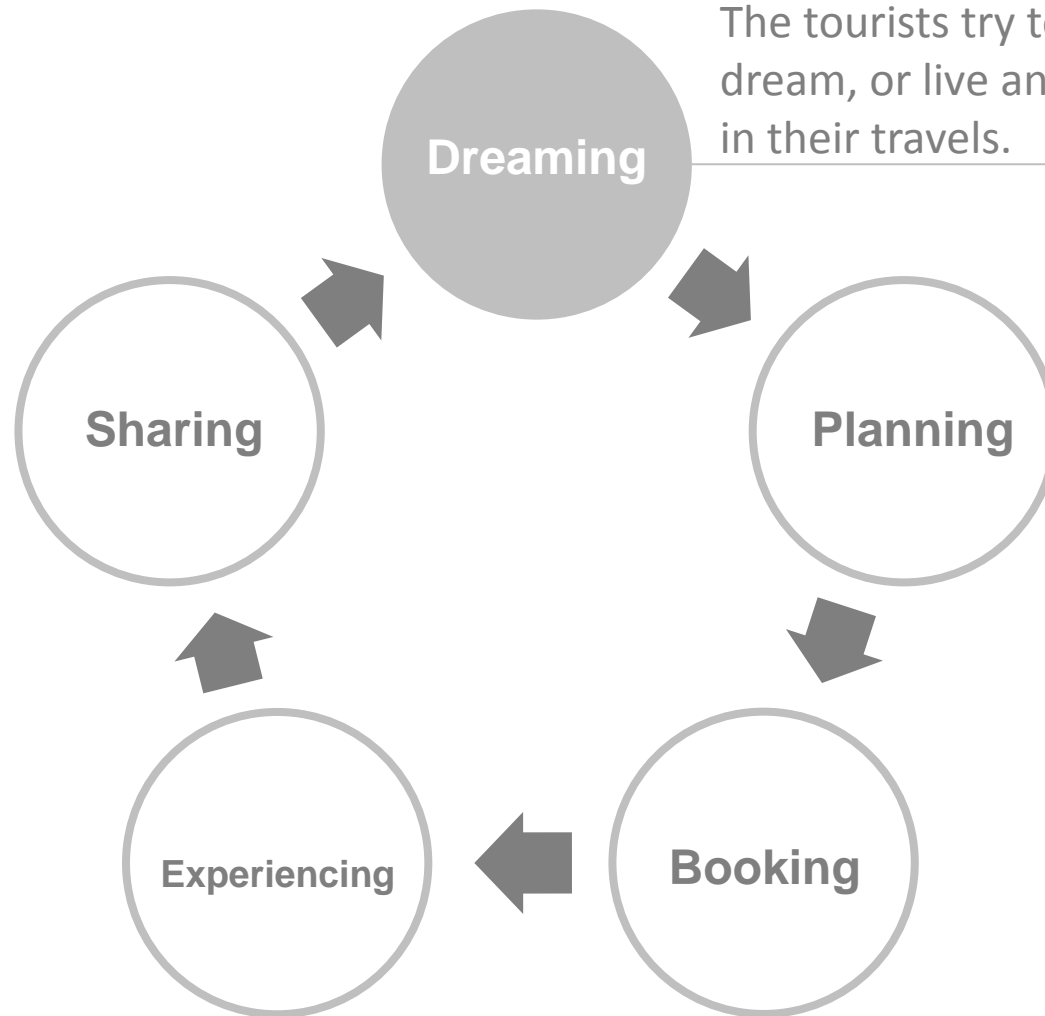
Tourists **promote**
destinations, restaurants,
hotels with comments, "I
likes", pictures, videos, etc.

ADPROSUMER

When does the **NEW**
TOURISTS use the
technology?

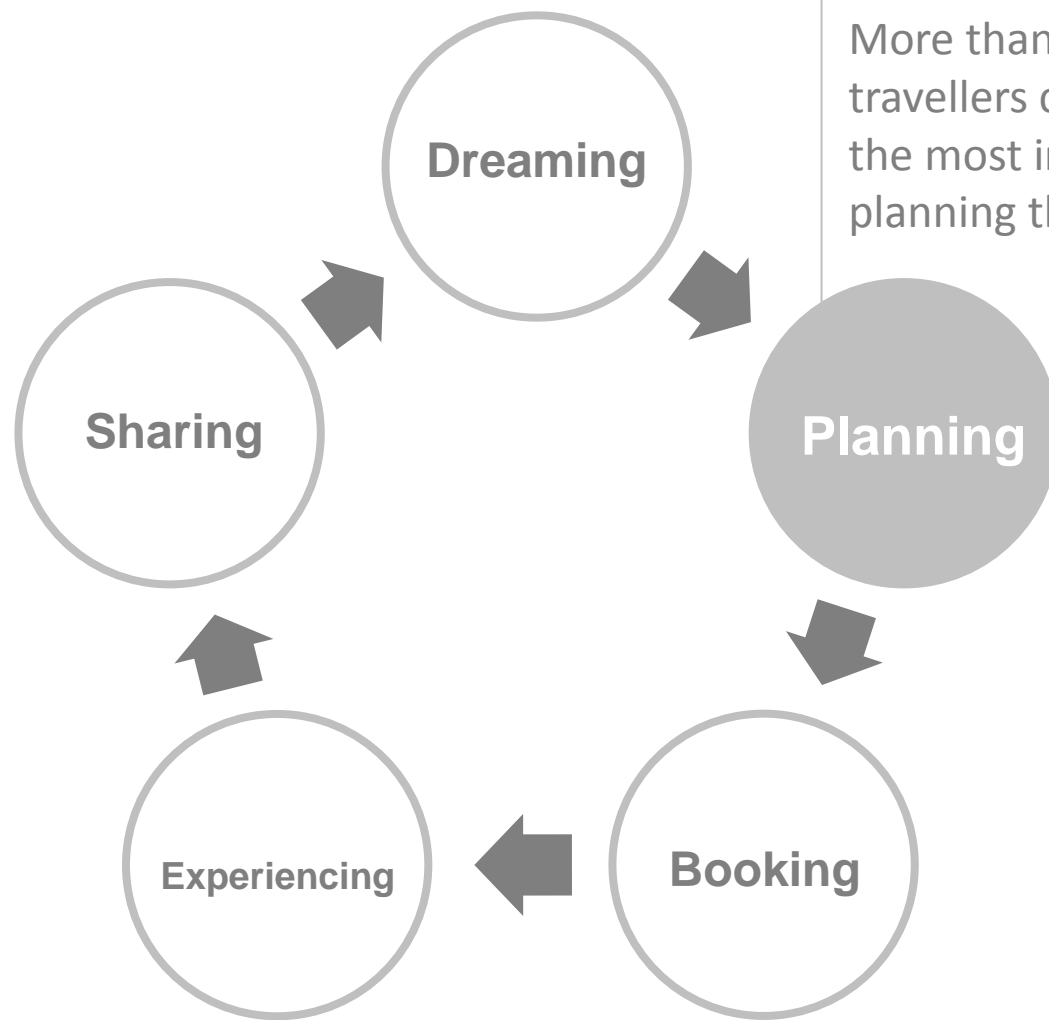


The tourists try to achieve a dream, or live an experience in their travels.





www.turismoextremadura.com



More than 80% of leisure travellers consider internet as the most important media for planning their travels.

Austria Trend Hotel Europa Graz

★★★★★ Hotel | Bahnhofgürtel 89, Graz 8020, Austria (Lend) Hotel amenities



Professional photos



20 traveller photos

Enter dates for best prices

Check In



Check Out



Show Prices

Compare best prices from top travel sites

hotel.info

agoda.com

Expedia

and 7 more sites!

71%

Ranked #16 of 79 Hotels in Graz

97 Reviews

A recent review



"GP 2014"

Reviewed 30 June 2014

Andrew L King's Lynn, United Kingdom

Save

Overview | Reviews (97) | Photos (35) | Similar Hotels | Amenities | Q&A | Room tips (6) | Location

97 reviews from our community

Write a Review

Traveller rating



See reviews for

	Families	15
	Couples	28
	Solo	14
	Business	27

Rating summary

Location	
Sleep Quality	
Rooms	
Service	
Value	
Cleanliness	

Related hotels...



Mercure Graz City
Great Value!
358 Reviews
Graz, Styria

Show Prices



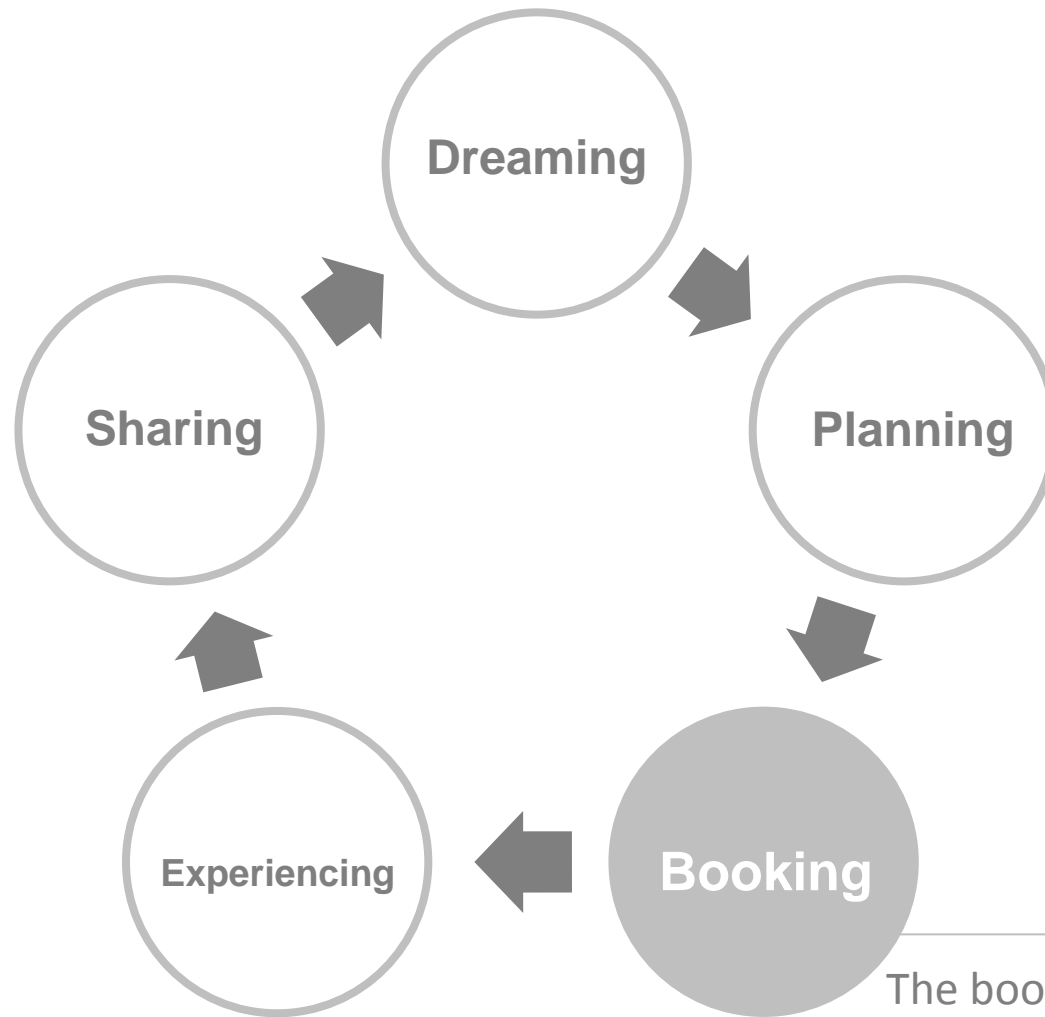
Schlossberg Hotel
312 Reviews
Graz, Styria

Show Prices



Hotel Zum Dom
170 Reviews

Show Prices



The booking platform is playing an important role in the travel industry.

Booking.com

Browse by destination theme [Fine Dining](#) [Beach](#) [Shopping](#) [Nature](#) [Monuments](#) [Family Friendly](#) [All themes](#)

[home](#) [austria](#) 17,554 properties [styria](#) 1,402 properties [graz hotels](#) 73 properties [lend](#) 13 properties [austria trend hotel europa graz](#)

Save to a list

Saved to 162 lists

Search

Destination/hotel name:

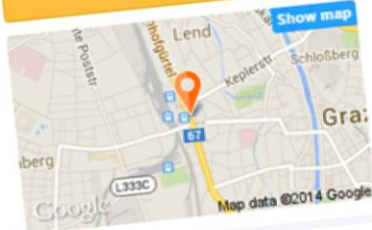
Check-in date

Check-out date

☐ I need more information first

Guests

Search



Austria Trend Hotel Europa Graz ★★★★★

[Show map](#) [Share](#)

[Choose rooms](#)

[Facilities](#)

[House rules](#)

[The fine print](#)

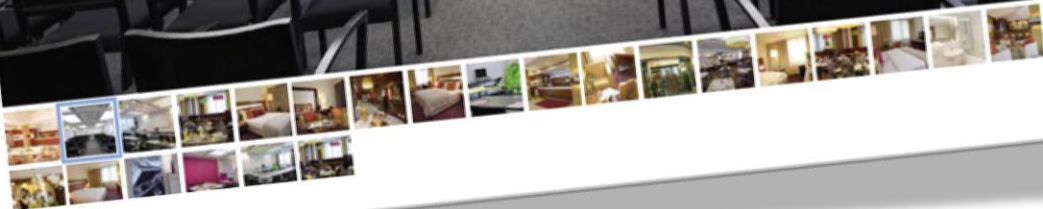
[See all verified reviews](#)

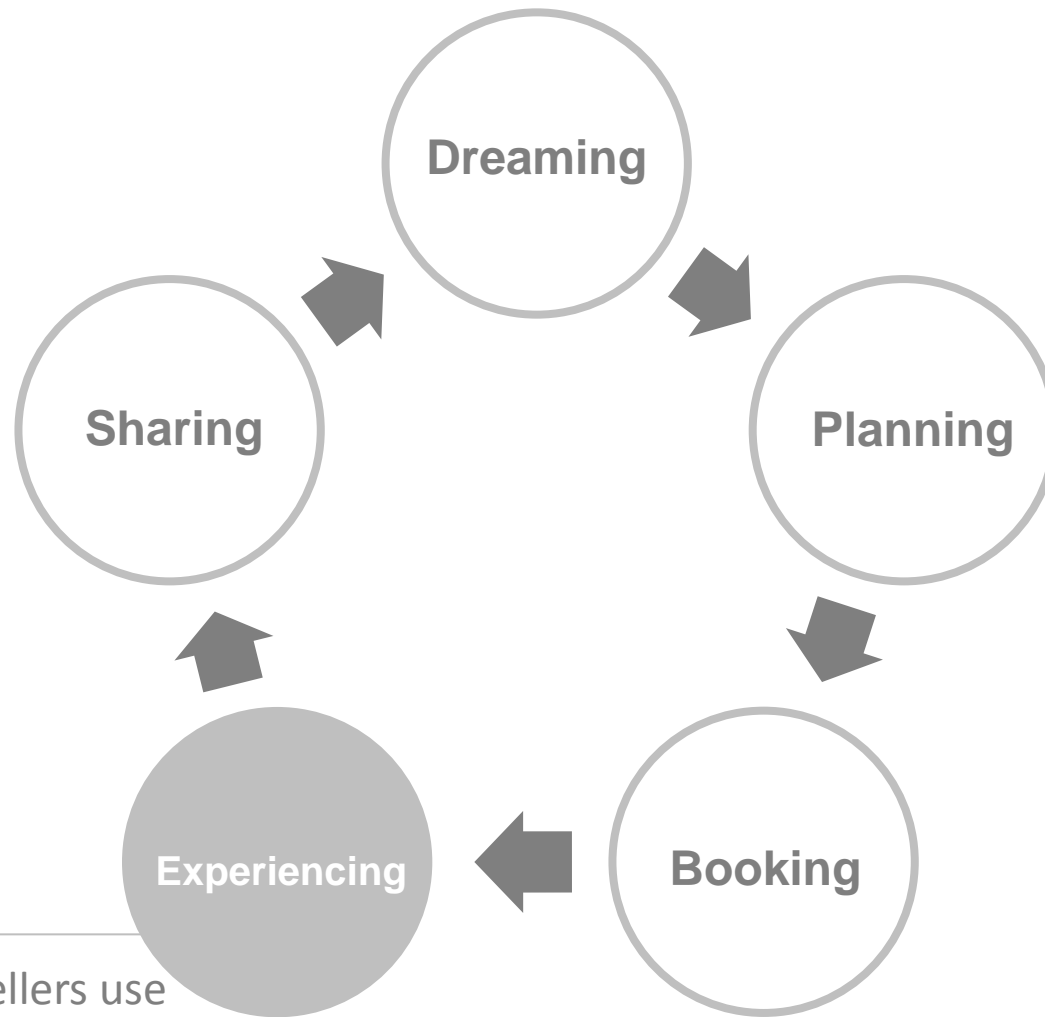
Very good
8.3/10

Score from 477 reviews

Really close to the railway station but a bit far from the city center (although still at walking distance).

[César](#), Spain

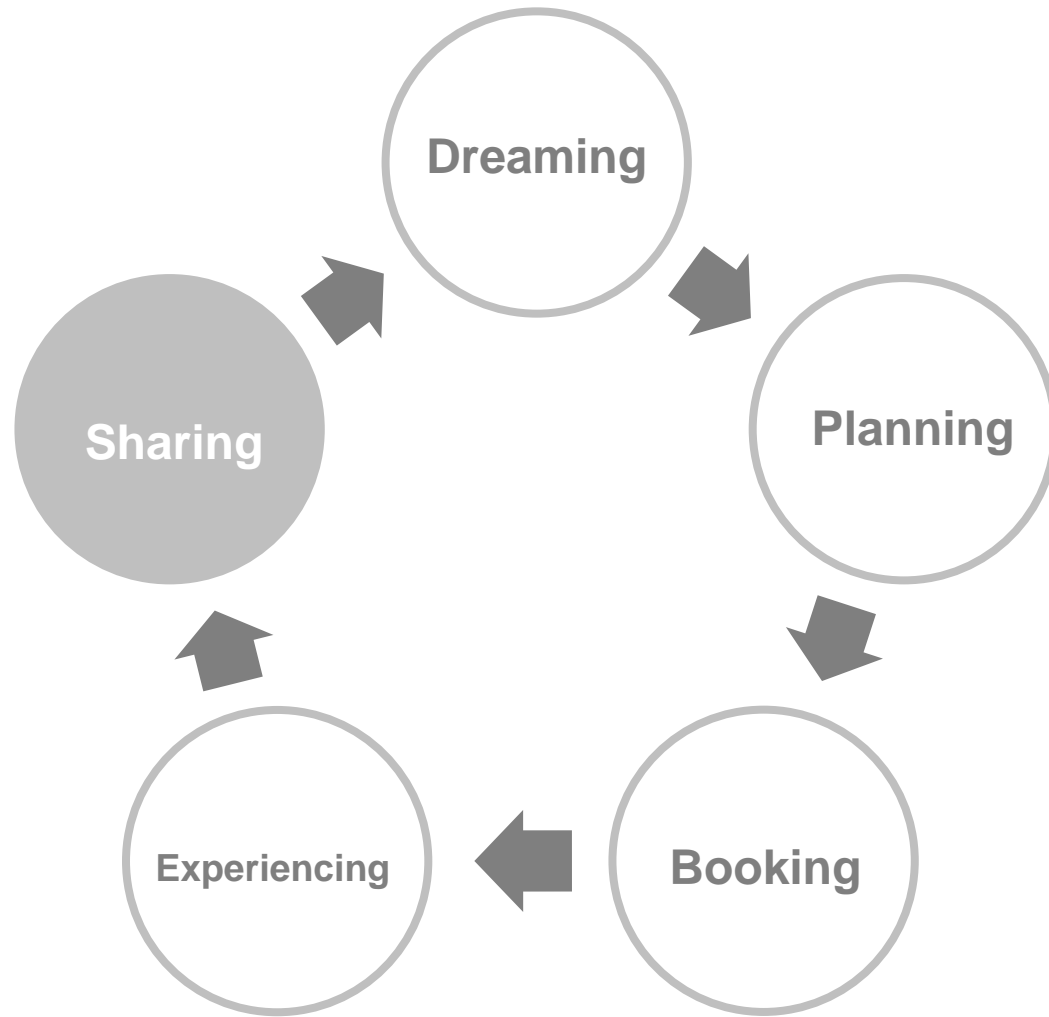




Almost 50% of travellers use the mobile phones (smartphones, tablets, etc) during the trip.

More than 100 "I likes"





If you could eat this iberian ham
dish. Do you like to share this
photo with your **FRIENDS**?



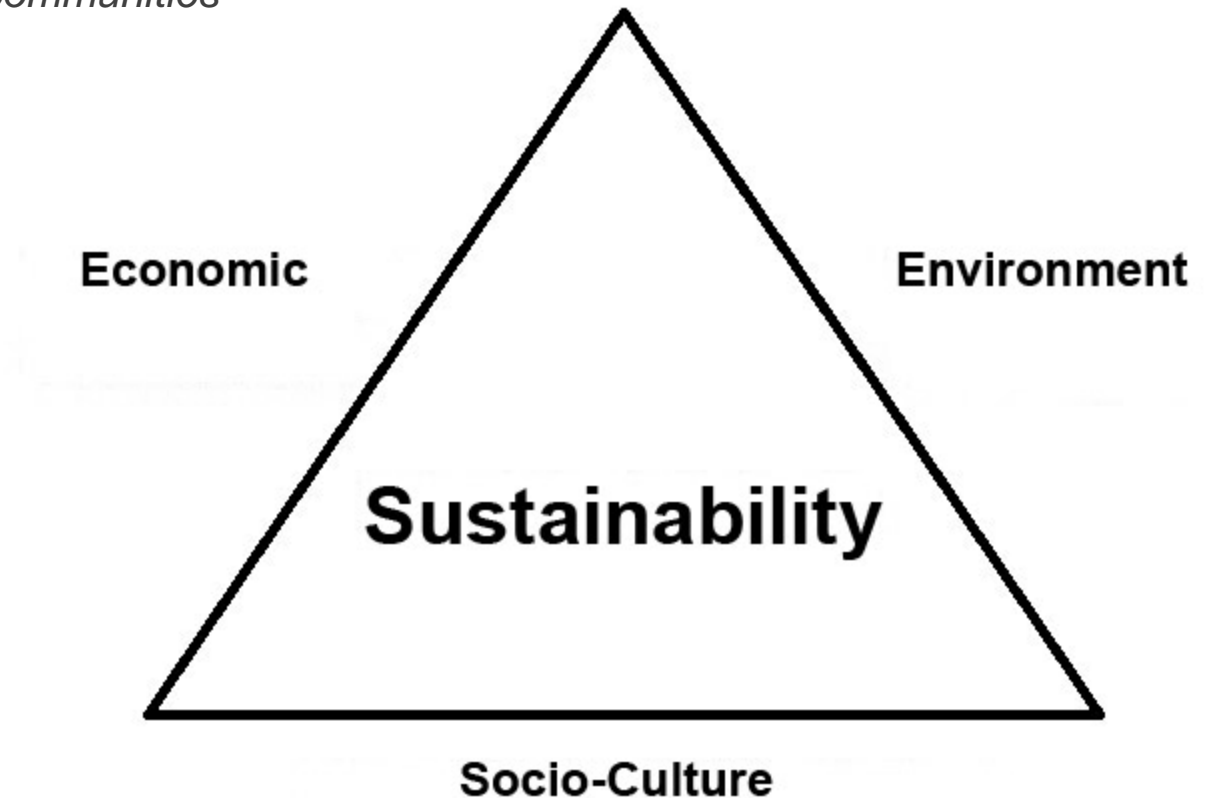


What the PEOPLE hope about a Sustainable Destination



World Tourism Organization Network:

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"



SUSTAINABLE DESTINATION



Region of Aysén (Chile)



ACCOMMODATION

[Bohinj Park Hotel](#) | [Bohinj](#) | [Gallery](#) | [Location](#) | [Reservation](#) | [Contact us](#)

Bohinj Accommodation

[Meetings](#)

[Restaurants](#)

[Bowling](#)

[Wellness](#)

[Aquapark](#)

[Special Offers](#)

Newsletter SignUp

Sign up to receive occasional news, special offers etc.

Your email



Environment care



Webcam



[Home](#) » [Environment care](#)

A- A+

Environment care

Bohinj Park Hotel - Created with Nature

To ensure energy for private and business consumption, we indirectly increase the impact to the environment and increase emissions harmful for our environment. To decrease the emissions, the most logical step is to efficiently reduce consumption of energy and use it wisely. With increasing prices of all power supplies, the system which consumes less energy is, in spite of high initial investment, also economically justified.

Bohinj Park Hotel was built with highest awareness of the environment and is as such, at the moment, one of the most advanced and energy efficient hotels in central Europe.

Energy well

Next to the hotel 430 meters deep energy well was drilled. The whole area has high quantities of crystal clear water. Water - together with heat pump, is used for warming sanitary water and heating for the hotel. When geothermal water is exploited, it is not sent back into the ground, but is partially used for flushing sanitation. Only then - fully exploited - it can be directed to the sewage. We spend water wisely.

Warm sanitary water from showers and washbowls is also fully exploited. Instead of sending the warm water to the sewage, as it is usually done, it is collected in special containers, where heat pumps take away the rest of the warmth and then the water is fully exploited and at 9°C sent back into the sewage. After the warmth was taken away from the water, it is sent over the heat exchangers, back to the system.

Energy geothermal well and water that comes from it, is also used for cooling in summer. The water is sent to the cooling grids which then cool rooms and other areas in the hotel.

Aquapark as a gigantic heat collector

Beside energy well, hotel has its own energy station. At the same time electric energy and heat are produced. This is called cogeneration.

Two engines produce 240 kW of electricity and 400 kW of heat. Electricity is then used to drive heat exchanger and pumps and provide electricity for the whole hotel and aquapark.

Heat which comes from the running engines is a by-product when producing electricity, and is as such used for warming the pools.

In comparison with regular widely used systems, such a system saves up to 30% of energy.

The hotel is heated with a of low-temperature regime - with floor heating and cooling-heating grids. Floor heating ensures a comfortable feeling, while special cool-heat grids with its inaudible and energy effective work, strongly exceed mainly used classic

Reservation

[Book online »](#)

+386 8 200 41 40

Tripadvisor Winner 2013



Bohinj Park ECO Hotel

tripadvisor

Hotel and the surroundings



Included in the price



Tripadvisor Reviews

tripadvisor

reviews of Bohinj Park ECO Hotel in Bohinjska Bistrica

Sustainable Activities

Birdwatching
Canoes
Canyoning
Cycling;
Fishing
Hiking
Orienteering
Kayak
Rafting
Trekking
Climbing
etc.



We know:

How the **PEOPLE** use the **ICT** and

What the **PEOPLE** hope about a **Sustainable Destination**

How the **SMEs** can extract
the Web 2.0 potential?



www.route-20.eu

Social Media Learning Tourism

*Promote the use of **web 2.0** tools
among **SMEs** belonging to
Tourism sector*

How ?

State of the Art

Social Media Use

Traditional communication: one direction

Non Emotional communication

Lack of monitorization

Businesses talk with people



State of the Art

Barriers

Economic Crisis

Lack of means

No specific training

I know everything I need to know

Atomization of the sector





State of the Art

Key Needs

- **Awareness raising**
Small companies are still not aware of the real opportunities offered by Social Media.
- **Appropriate methodology**
Training must be attractive and practical
- **Technical contents**
There are different knowledge levels
- **Transversal contents**
Marketing, Advertising, Design...

Our Proposal

- Awareness raising

Target: both employer as employed

Aimed towards profitability (practical examples)

- Methodology

Blended: Classroom and online

Orientation to specific results (practices & deliverables)

- Training contents

People and resources management

Feedback management

Generation of contents for Social Media

Legislation on Intellectual Property



Route^{2.0}

English
Español
Login | Register

WELCOME GOOD PRACTICES GLOSSARY FORUM CHAT FAQ QUESTIONNAIRE

Welcome to ROUTE 2.0 Learning Platform:

The EU funded ROUTE 2.0 project is aimed to promote the use of web 2.0 tools among SMEs belonging to tourism sector. For this purpose we have developed different training modules, structured in two levels: beginners and advanced in order to adapt the training system to the initial knowledge of the learners.

The learners will find a wide range of useful knowledge from communication strategies or legal issues to success stories related to social media using from companies all over the world. Please, click on the sign below to choose your level

Select Level

Beginners Advanced

USER LOGIN

Username *
Carlos Cabo

Password *

- Create new account
- Request new password

Log in

How Public Sector can help
to **SMEs** in this evolution?



Digital Agenda for New Tourism Approach
in European Rural and Mountain Areas

www.danteproject.eu



OBJECTIVE

The overall objective of DANTE project is to **ensure a better integration of the ICT into the tourism policies** dealing with mountain and rural areas or Europe, **in order to improve the effectiveness of regional and local policies.**



ACTIVITIES

1. **Identification and Analysis of Good Practices regarding ICT services for tourism in rural/mountainous areas**
2. **Organisation of Six Transnational and Thematic Workshops.**
3. **5 Study Visits.**
4. **Elaboration of a Eight Implementation Plans for the integration the ICT into the Tourist sector.**





DIGITAL AGENDA FOR
NEW TOURISM APPROACH
IN EUROPEAN RURAL
AND MOUNTAIN AREAS

See all DANTE results
in just one click!

ICT

DANTE Light Web Pilot

A [portal software platform](#) that includes several functionalities and components: CMS with multi language support, accommodation facilities management, maps displaying system, newsletter, net sentiment, community for tourists and operators. Discover how the tool works for the Province of Turin and [download the components](#) to create your own website and test it in your territories!

Posters on ICT tools and methodologies
Want to know more on ICT tools? How they are working and have been used to improve tourism in an innovative way? Wish to develop new methodologies to encourage tourism entrepreneurs in rural and mountain areas? Discover [DANTE practical ICT tools and methodologies](#) and see their functionalities.

STRATEGY

DANTE Good Practices Guide

Are you looking for some inspiration, to see how other rural and mountain regions have achieved to improve tourism thanks to ICT? Discover our collection of [eight good practices](#) already successfully implemented in DANTE regions and get inspiration for your own region!

Eight Implementation Plans

How to change the digital strategy and improve the links with tourism strategy in rural and mountain areas? [Eight DANTE regions have elaborated Implementation Plans](#) to change their regional strategy, taking into account their local, regional but also the new European frameworks. Are you a policy-maker and do you wish to adapt a new tourism strategy in your region? Find out what has been done in Italy, Greece, Slovenia, Poland, Spain, Germany, Netherlands and France and integrates an ICT dimension in your new tourism strategy.

@Dante_Project

www.facebook.com/DanteProject

<http://es.slideshare.net/danteproject>

<http://dooid.me/danteproject>

www.danteproject.eu



DANTE is co-financed by the European Regional Development Fund and by the INTERREG IVC programme



The European Tourism Indicator System

TOOLKIT
For Sustainable Destinations
February 2013

We are involved in the
Working Group of the
**European Tourism
Indicator System for
Sustainable
Destinations.**



Thanks for your attetion!

carlos.cabo@fundecyt-pctex.es

www.fundecyt-pctex.es

@FundecytPCTEX

