



## SMARTLAND

### Projects funded by Veneto Region

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| <b>Project</b>                        | Smart Destinations in the Land of Venice   |
| <b>Acronym</b>                        | SMARTLAND  |
| <b>Website</b>                        | <a href="https://www.smartlandvenice.it/">https://www.smartlandvenice.it/</a>  |
| <b>Call</b>                           | 'per il sostegno a progetti di Ricerca e Sviluppo realizzati dalle Reti Innovative Regionali e dai Distretti Industriali - ASSE 1 "RICERCA, SVILUPPO TECNOLOGICO E INNOVAZIONE" - OBIETTIVO SPECIFICO "Incremento dell'attività di innovazione delle imprese" - AZIONE 1.1.4 "Sostegno alle attività collaborative di R&S per lo sviluppo di nuove tecnologie sostenibili, di nuovi prodotti e servizi" - DGR n. 822 del 23 giugno 2020'   |
| <b>Duration</b>                       | 28 months - from 10/09/2020 to 30/12/2022  |
| <b>Scientific Coordinator</b>         | Carlo Bagnoli  |
| <b>Research team</b>                  | Carlo Bagnoli, Gianluca Bigaglia, Chiara Fassetta, Andrea Gasparetto, Silvia Gastaldo, Lorenzo Giudice, Alessandro Maura, Stefania Tagliabue, Gianluca Zorzi   |
| <b>Lead partner</b>                   | Inserire se presente, altrimenti eliminare la riga   |
| <b>VSM role</b>                       | Project partner/ ecc   |
| <b>Budget (total)</b>                 | € 2.879.157,14   |
| <b>Budget assigned to Ca' Foscari</b> | € 417.111,66   |
| <b>Contract number</b>                | ID 10316582  |
| <b>Abstract</b>                       | <p>The concept of Destination, taken in its broadest sense, connotes a complex territorial sphere on which socio-economic, environmental and cultural dynamics insist and on which the interests of numerous stakeholders converge, structured in a transversal chain that involves both the mediators and suppliers of the tourism product, as well as the production chain and the induced activities generated by it.</p> <p>Developing the essence of a Destination in the best possible way</p> |

therefore necessarily means interpreting the same place, seamlessly, both as a place of tourism and as a place of our (or someone else's) living. In order to realise itself as a **Smart Destination**, the territory needs to develop and nurture a Digital Ecosystem that allows the use and sharing of data, technologies and services respectively for:

- the destination operator (tourism company or adjacent sectors), to develop value-added solutions that perfectly match the characteristics of its stakeholders;
- the offer mediator, to implement an innovative marketing and promotion model that exploits data to maximise impact and market development;
- the destination user (the tourist and the citizen), to receive customised packages from algorithms based on their attitudes and preferences.

For this paradigm shift to take place effectively, in addition to the creation of a technological platform, it is essential to undertake a process of digital transformation, involving the entire supply chain, from service providers to communications and infrastructure operators. Overall, this transformation will return a tourism sector equipped with the technological and cultural tools necessary to cope:

- contingent emergencies, such as the COVID-19 crisis, its prescriptions, security measures and the need to reshape management;
- medium-term structural changes, such as the challenges that will result from the entry of large digital players into the tourism market.