

Technological challenge 6

Department that propose the challenge:

- Presidency (Tourism Agency of Galicia)

1. - Areas/topics that the department wishes to investigate/innovate with the aim of improving the delivery of public services through UAVs.

Analysis of tourist demand and flow of visitors in open spaces of high ecological and tourist interest, which by their nature are diffuse areas of difficult access and control.

In particular, measurement and characterisation of tourism demand in protected natural areas and tourist routes with special interest in the Camino de Santiago

2. - Activities or resource intensive processes that can improve the department by employing UAV based solutions.

- Flow measurement and affluence of visitors in open spaces
- Observing the behaviour of flows (crossing points, visited resources, means of transport, intermediate times, identifying saturation points, ...)
- Identification of the main features of the visit
- Behaviour linked to other sources of information, user profile as TICS.

3.-Technical or technological challenges that should solve these solutions (this section includes the integration of solutions into existing processes or technology platforms department)

- Getting information in real time or at least in short time intervals.
- Obtention of management tool that enables the identification of problems - saturation points, overcrowding, environmental degradation, poor quality of the visit ...- and efficient decision making that minimises potential negative impacts.

4.-Management and technical team provided by the department with technological partner.

Personal Area Studies and Research, concretely and specifically, a technical specialist in tourism statistical interpretation and trend analysis and the Director of Competitiveness.

5. -Operational improvement, process optimization, cost reduction ... that it hopes to achieve with the implementation of solutions based on UAVs

The obtention of full information system + based on UAV solutions resulting in a tourism management tool that allows the obtention of accurate knowledge, both territorial and temporal, which anticipates problems and implements solutions that minimise possible negative impacts on many levels: in a natural environment, on infrastructure and equipment in the area, as well as

aspects related to the quality of the tourist experience.

Likewise, it provides data on tourism demand allowing short-term planning to offer specific products that are demanded by tourists, so as achieve efficiency in tourism promotion campaigns.