

08/02/2019 - 09:52

'Housewives' are interested in the DTI

'Housewives' are interested in the DTI.



The Association of Housewives of Benidorm organized a talk yesterday about how new technologies and innovation are influencing the city, following the recent certification as the first Smart Tourist Destination in the world and getting the Q Mark that grants the Institute for the Spanish Tourist Quality.

To this end, the mayor of Benidorm, Toni Pérez, served as speaker of this talk in the auditorium of the Casa del Fester, in which meticulously desgranó how he had managed to conquer this challenge, "which repositioned the leadership of Benidorm and increased the quality of the destination and its complete offer, while placing us at the forefront in the treatment of data analysis of tourists and allows us to continue improving every day".

Toni Pérez said that "we must anticipate the needs of tourists and give them a quick response to their aspirations when it comes to living a tourist experience, and in this way we have added great milestones as the first office in the world of innovation and intelligence linked to tourism put into operation in Benidorm".

The mayor made mention of the different actions within the five axes that support the UNE 178501 Standard of SGDTI and that must be met to be a certified intelligent tourist destination such as sustainability, accessibility, new technologies, governance and innovation.



Source URL: <https://benidorm.org/comunicacion/en/article/housewives-are-interested-dti>