

12/04/2019 - 10:20

## Benidorm participates in a conference on challenges of smart tourism destinations

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The city of Benidorm participated yesterday in the conference 'Challenges of tourism in Spain: Smart Tourist Destinations' as an efficiency tool' held in the campus of Nebrija University of Madrid and organized by this institution. A day presented by the Minister of Industry, Tourism and Commerce, Reyes Maroto; to which the mayor attended, Toni Pérez; and to which Benidorm was invited as a reference in DTI.

On behalf of Benidorm DTI model, Leire Bilbao, transferred the experience of the city; She explained how work has been done to make Benidorm the first certified DTI in the world; and addressed the possibilities and challenges that it offers.

In addition to Leire Bilbao, Clara Martín, Director of the MBA Expert in Tourism Business Management at the Nebrija University, also participated in the workshops; Alex Luzarraga, head of Travel Audience & Destinations of Amadeus; Enrique Martínez, president of SEGITTUR; and Mario Romero, manager of Big Data in LUCA AI Powered Decisions of Telefónica.

**Source URL:**

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