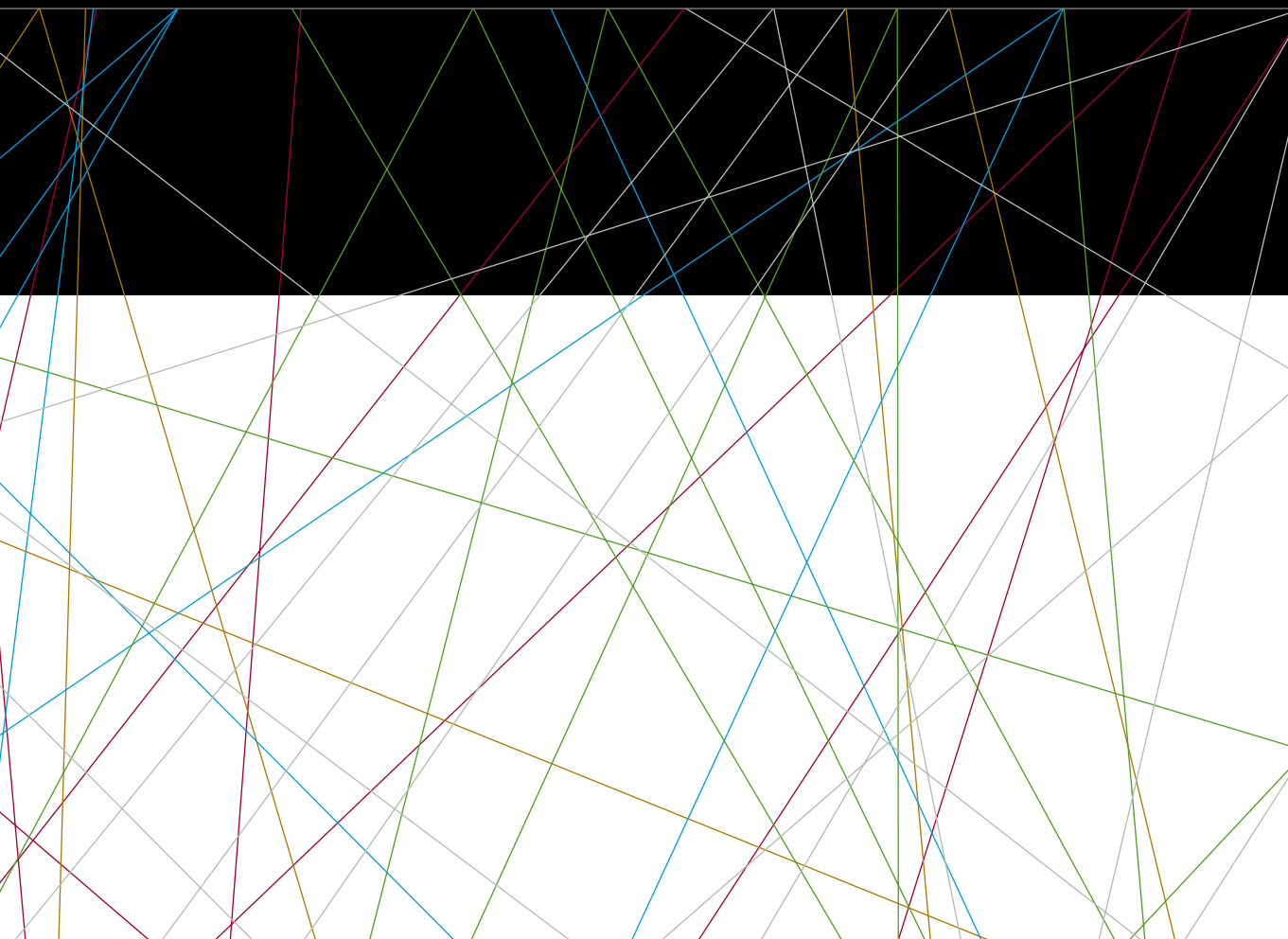


• • • • • **CICtourGUNE** | CENTRE FOR COOPERATIVE RESEARCH IN TOURISM



CICtourGUNE

A new
and exciting
approach
to tourism
research.

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Times of change call for bold solutions and innovative initiatives. We need to approach the future in a different way.



The travel and tourism industry faces complex challenges heightened by the exponential increase in human mobility, globalised markets, unrelenting social inequality, environmental deterioration, climate change and the surge of new technologies. Tourism industries and regions must therefore adapt their current model of territorial progress and business management to meet the growing and ever-changing challenges.

Times of change call for bold solutions and innovative initiatives. We need to approach the future in a different way. Careful thought must be given to how services are used by today's traveller and what services will be needed by travellers in the future. The customer, with his or her expectations and motivations, has become a fundamental part of the tourism industry.

CICtourGUNE's scientific activity is devoted to generating the capabilities needed to tackle such changes and to enhance the competitive position among tourism destinations and industries. CICtourGUNE aims to take the lead in tourism research to provide visitors with an experience better adapted to the new circumstances, environments and intelligent destinations.

From a business perspective, this new approach makes it crucial to think not only from the perspective of the tourism industry professional. We must put ourselves in the place of the actual traveller or visitor. Therefore, it is time to move away from the traditional way of doing things, and change the conventional outlook on sales, organisation, management, marketing, and more importantly, how we communicate.

We want to understand the future to make it better. A future that is determined not by past behaviour or present habits, but is instead defined by the needs and expectations of tomorrow's travellers and by our ability to generate products and services that will meet those needs.

Aurkene Alzua
EXECUTIVE DIRECTOR

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In a state of constant change, being able to identify future challenges and anticipate solutions is key to the survival of the tourism sector in today's global market.



Unique Travellers

Every traveller has his own preferences, requirements and expectations. One of the greatest dangers is to fall back on the traditional way of understanding tourism demand, in other words, in a fragmented manner. New trends show that people in general and travellers in particular do not identify with predetermined groups. The challenge is to understand the new trends and act accordingly, giving rise to the “inherent personalisation” of the sector and enhancing the phenomenon.

Connected, Informed and Involved

The proliferation of social networks and new means of communication has led to a greater understanding of the products available and the experiences of other visitors. Technology plays a vital role in the design and shaping of memorable experiences. The tourism industry accommodates its services to meet the real demands and expectations of travellers.

Unique Brands

Stakeholders that can differentiate their services from their competitors in today's globalised, digital marketplace will be leaders in creating brands within new social technology environments. Brands that are unable to respond to these changes run the serious risk of permanently losing their competitiveness.

Premium Services

Tourists are very sensitive to value-added services. As a result, tourism businesses are now offering innovative “high-impact” quality services. Experience, comfort, product sustainability and service are all geared to achieve total customer satisfaction and loyalty. Services of this type must be based on a sound understanding of a diverse and ever-changing clientele, i.e. geographical scope, socio-economic bracket, generational differences and even attitudinal factors.



New Business Models

Knowledge management will embrace synergies to break with old paradigms. Open innovation, sustainable, participatory, network-based business models will become stronger. Only the models that change will be able to embrace the future. Greater experimentation with new business models is envisaged, with a proliferation of “price establishment” based on environmental models, auctions and consumption patterns.



Happy Destinations

Destinations will focus on the well-being and satisfaction of citizens and visitors. The model of progress in the most competitive destinations will be associated with such concepts as education, health, public and legal security, the intellectual capital of the public, the preservation of culture and nature, principles and values, ethics and freedom. The destinations will weave these attributes into their business and social fabric; they will create connected, adapted, predictive spaces that incorporate new analytic techniques and technological tools that that anticipate and support future trends.



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We contribute to the development of advanced, in-the-cloud services to boost the competitiveness of tourism sector companies and enhance the visitor experience.



There is a new model for delivering services based on the Internet. At CICtourGUNE we are making strides in developing specific platforms for the tourism sector, bringing together a wide range of on-line services which benefit both tourism companies and visitors.

Platforms of this kind make it easy to integrate new generation tourism services using a single online access. This allows tourism companies to quickly and easily access a wide range of new services, complementing their information with data, such as visitor profiles, which already exists in the cloud. The direct result will be reduced costs and greater competitiveness among tourism industry firms.

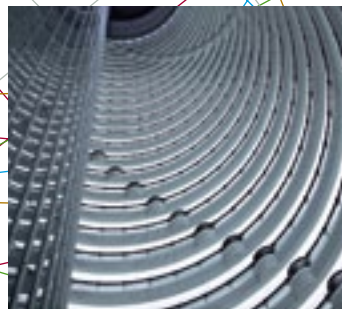
With the integration of complementary new services (augmented reality, ubiquitous content, etc.) tourists will enjoy a richer and more satisfying holiday experience.



THE HOTEL OF THE FUTURE

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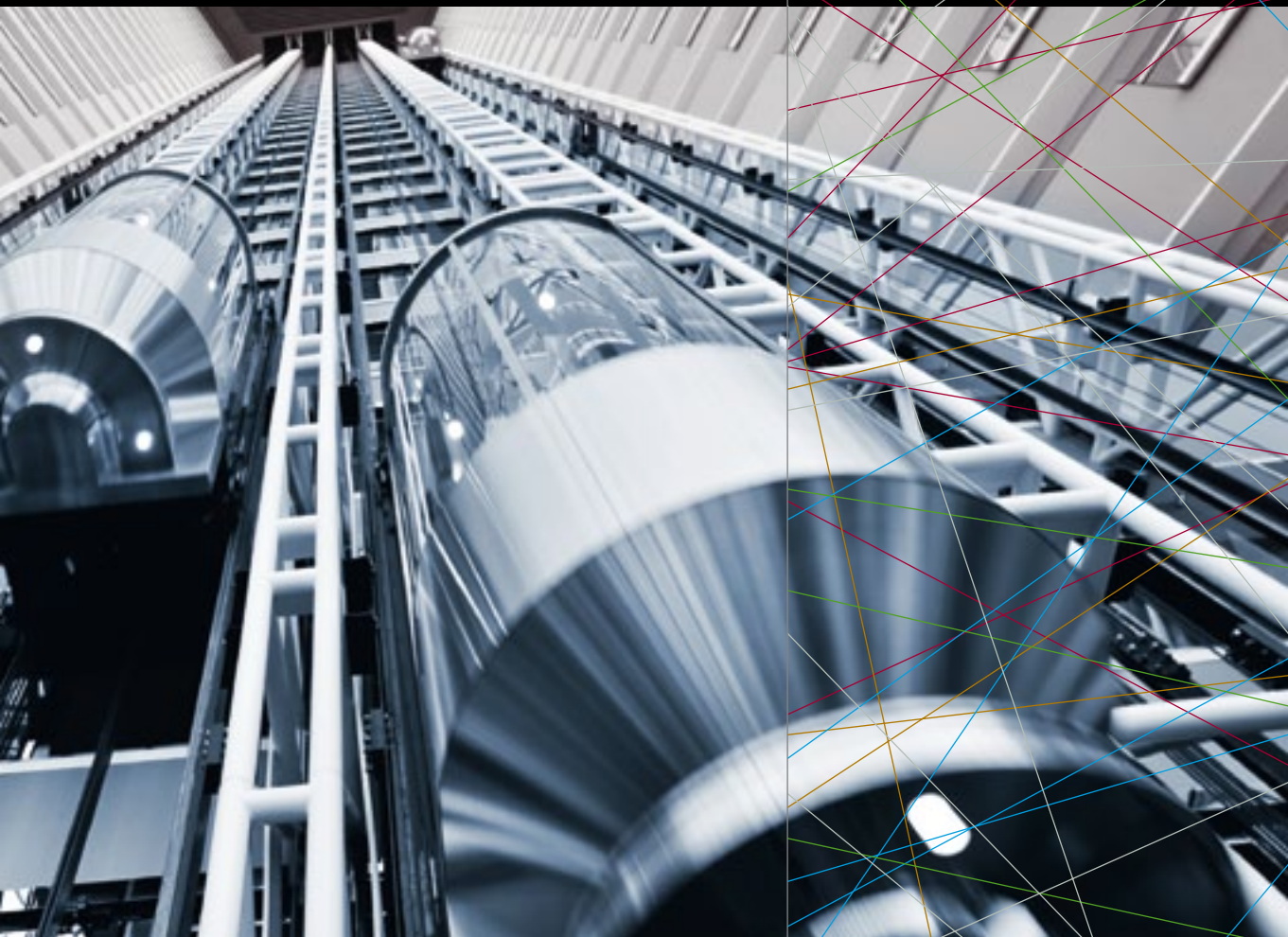
The future tourism destination will anticipate your tastes and needs and offer tailor-made services to make you feel at home.



Can you imagine arriving at a hotel where they already know who you are and how to tailor your stay to meet your own special needs? A new age is on the horizon, making it essential for tourism stakeholders to understand the needs of tomorrow's guests.

It's not enough to think about how to improve a service or operate more efficiently. New services must be specifically designed to meet the needs and expectations of each customer. We can no longer think of guests in a fragmented manner as if they belonged to a particular segment. Every guest entails individual preferences, demands and expectations.

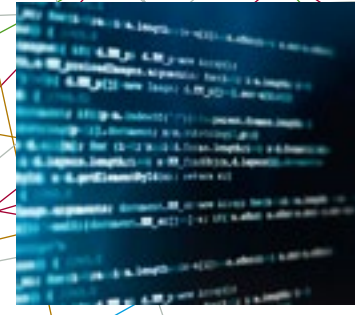
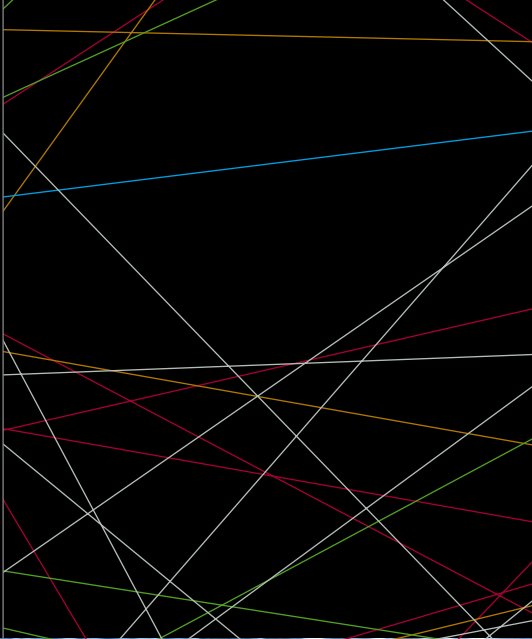
The challenge we face at CICtourGUNE is to define and formulate a hotel that will adapt to these new customer needs, giving rise to the personalisation of the hotel sector and providing it with a better competitive edge. Moreover, we want the customer of the future to be treated uniquely, by offering a wide range of connected services that visitors feel at home.



THE VISITOR OF TOMORROW

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Come have a look at what visitors of the future will be asking for.



What will visitors of the future be like? What kind of services will they require? How will they use the available services? What direction is the tourism sector moving in? ICTs exert a great influence on the tourism sector, bringing about a changing paradigm in mobility. Anticipating the future trends in tourism is another one of our major challenges.

At CICtourGUNE we develop a set of systems for the capture, tracking and analysis of tourism data to gain a better and more complete understanding of the traveller in mobility. By analysing travellers' needs and behaviours, new services can be launched to enhance their travel experience.

To this end, we study the incidence and behaviour of visitors in several types of tourism spaces in which visitors interact with the environment through a mobile device or a totally virtual setting.

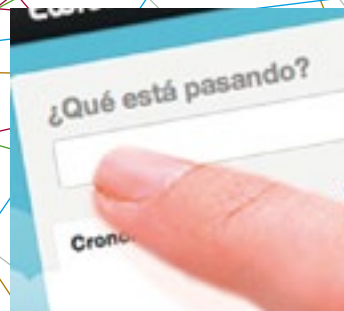
In short, the goal is to gain knowledge about tomorrow's visitors in order to provide them today with services adapted to their needs at any given time or place.



LIVING LAB

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We invest in your ideas to enrich the tourism experience.



Brilliant, original ideas can come from all sorts of people. The Living Lab is an open dynamic laboratory in which the tourism services user has the first word. The Lab's activity focuses and revolves around the visitor.

The idea is quite simple: if different companies face similar challenges but have limited resources to meet their goals, and if users can offer ideas or solutions, why not put the various stakeholders in touch with each other?

We think that tourism companies and industry stakeholders should take advantage of the experience of users of the industry's services to propose creative solutions adapted to their problems and needs. Know-how and innovation are not confined to the business sphere – our belief that innovation should be open to all.

Therefore, we are developing a technology platform that fosters the tourism stakeholder/user relationship and acts as an effective information conduit between suppliers and users of tourism-related services.

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DIGITAL BEHAVIOUR

We transform the digital footprint of web users into knowledge that gives us insights into their interests and needs.

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Who visits tourism destination websites? What is it about a particular destination that interests them? What components are they looking for to design their travel experience? What do they think about the destination?

All of this information travelling on the Internet can be transformed into knowledge. The data comes from the interaction between users and the different destination websites they visit, and from the experiences (pictures, comments, etc.) they post on the many social networks available today.

We develop tools that monitor the interaction between potential visitors and the destination websites they visit. The purpose is to gather data that will enable us to determine patterns of tourist behaviour and promote the segmentation of tourism products based on the Internet user's digital footprint.

These tools also provide us with first-hand impressions and opinions by the people who visit our destination, gathered from the digital input they share about their experiences through social media.

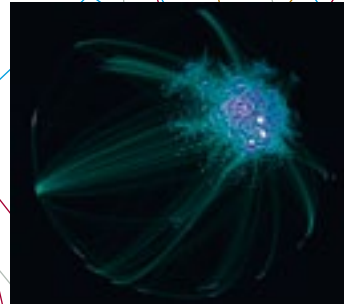
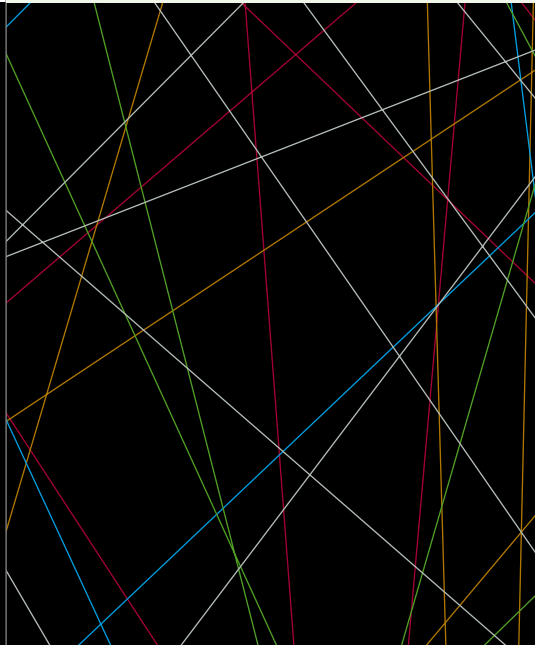
These studies lead to a more comprehensive understanding of visitors and their requirements, as well as their later impressions and opinions. All of this information is helpful in designing a more customised tourism offering.

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We pull together information from different sources to translate knowledge into action.



Tourism information is fragmented and dispersed across a wide range of information sources. Moreover, there is no central repository for all tourism-related data, and the terminology is not uniform. Therefore, interpreting data and extracting trends and insights is fraught with difficulties.

To meet this challenge CICtourGUNE has developed a Competitive Intelligence System to resolve these difficulties through the collection, integration and interpretation of dispersed data. This platform provides the sector and its stakeholders with the tools they need to generate strategic, tactical and operational indicators that will support them in obtaining a true image of today's tourism panorama.

The data must also be interpreted in an intelligible manner for use by a wide range of audiences. Therefore, the information will be accessed using control panel tools with integral dynamic reports.

The scientific activities in the area of competitive intelligence will enable us to integrate data and generate new knowledge, maximising the capabilities of the statistics systems being used at present. This way we can create and implement a system of tourism indicators that underpins the design of competitive products and services on the market.



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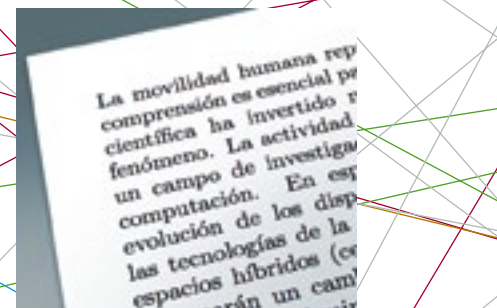
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Scientific communication and dissemination.

As an active agent in the dissemination and socialisation of knowledge, last year we took part in more than 10 conferences and seminars. We have also presented a number of scientific publications arising from our research efforts.

Perhaps most noteworthy among these activities was the *18th International Conference on Information Technology and Travel & Tourism, ENTER 2011*, at which two of the papers presented by our researchers were nominated among the best at the conference.

CICtourGUNE



Corporate social responsibility.

We are actively developing processes to promote the exchange of best practices and knowledge in the area of science, technology and tourism innovation, working in cooperation with the office of Spanish Cooperation in Colombia. This activity is part of the ERICA Programme for Fair Economic Development. Over 850,000 people are expected to benefit from this initiative.

The programme is designed to reduce inequality in the Department of Antioquia, Colombia, by bolstering policies, participation, specialisation and services offered by local agencies. Activities revolve around the exchange of knowledge between public, private and academic sectors in Antioquia and Spain in the areas of entrepreneurship and business development, technological innovation and development and local development.



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Our work focuses on understanding and forecasting the future of tourism to help the industry meet the challenges that it faces.



CICtourGUNE, the Centre for Cooperative Research in Tourism, is the scientific and technological infrastructure dedicated specifically to the creation and transfer of knowledge excellence in the area of tourism and mobility.

Our activities are aimed primarily at understanding the challenges of the tourism industry and generating the conditions that will provide it with the best possible solutions and new sustainable business models.

Our research efforts incorporate three key elements: Intelligent systems in tourism management, advanced mobility services, and visitor comfort in travel and at destination.

We participate in a variety of strategic projects involving the configuration and development of future intelligent destinations and future business and service models.

CICtourGUNE's research supports the generation and development of advanced solutions which reinforce the tourism industry. CICtourGUNE also carries out research into technologies that enable companies to offer different, contextualised, exclusive products and services whose design and management are integrated into the hotel of the future. Our most advanced research explores the area of modelling emotions and traveller behaviour, integrating the dimension of augmented virtual reality (AVR) into real tourism spaces.

To meet our goals, we work with partners from companies, universities, the Basque Science, Technology and Innovation Network, destinations and public agencies. Our work is carried out by a highly specialised team of scientists.

One of our goals is to be an international leader in tourism research, creating knowledge excellence and serving as a conduit between the scientific community and the market as well as transforming the forms of cooperation.

We are members of several international scientific networks, cooperate with universities in different countries and are an active member in the IFITT (International Federation for Information Technologies in Travel and Tourism), the TTRA (Travel and Tourism Research Association), ERNEST (European Research Network on Sustainable Tourism), NECS TOUR (Network of European Regions for a Sustainable and Competitive Tourism) and EUREKA Tourism (European network for technological innovations in the tourist sector).

As a member of the WTO (World Tourism Organization), we spearheaded the creation of INRouTe, The International Network on Regional Economics, Mobility and Tourism.



PARTNERS

GOVERNMENT AGENCIES

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