THE PARTNERS OF THE PROJECT

Trentino holidays is a Tour Operator owned by UNAT, the Confcommercio del Trentino Hoteliers Union

SEAC SpA a Trento-based business services company that operates throughout northern and central Italy B2C2C with the integration of Smart Contracts

SIA SpA shares SIAChain the private infrastructure created to develop, in a safe and secure way, innovative Blockchain applications based on Distributed Ledger Technology

GFT SpA research and innovation with a project focus on the tourist digital wallet and business model modeling

Bruno Kessler Foundation strong expertise on methodological aspects of defining requirements and evaluating solutions, tools and models of incentives and management of the tourism smart community.

Yanovis Srl specialized in IT systems for the hotel sector. Develop application solutions for the tourism sector.

Welcome to Trentino

Trentino is a small DMO in the north of Italy

The pleasure of enjoying nature at a slow pace. The beauty of reconnecting with the true sense of time, among woods, lakes and valleys. Imagine finding well-being and balance, through a serene walk in the mountains, a swim in a pristine alpine lake or just relaxing in front of a sparkling glass of Trentodoc. This is Trentino: a mix of nature, culture and traditions, in the heart of the Italian Alps, between the blue of Lake Garda and the grandeur of the Dolomites, a UNESCO heritage site.

Summer season 2019
Arrivals 1.859.271
Nights spent 8.335.682

Hotels 1.454
Beds 90.349

Winter season 2018/19
Arrivals 1.730.486
Nights spent 7.079.797

non-hotel accommodation 1.663
Beds 64.507

The problems to be solved

➔ On-boarding of the operators
➔ Distrust in the use of digital tools by local operators
➔ Profiling through user requests (time available, travel distances, cost you want to support, etc.)
➔ Design of personalized offer
➔ Booking systems for personalized offers and their management
➔ Mobile payment systems
➔ Generated value management system (cash back, loyalty, couponing, etc.)
➔ Elements of innovation to develop offer systems with high growth potential: assets already present and little valued by the community.
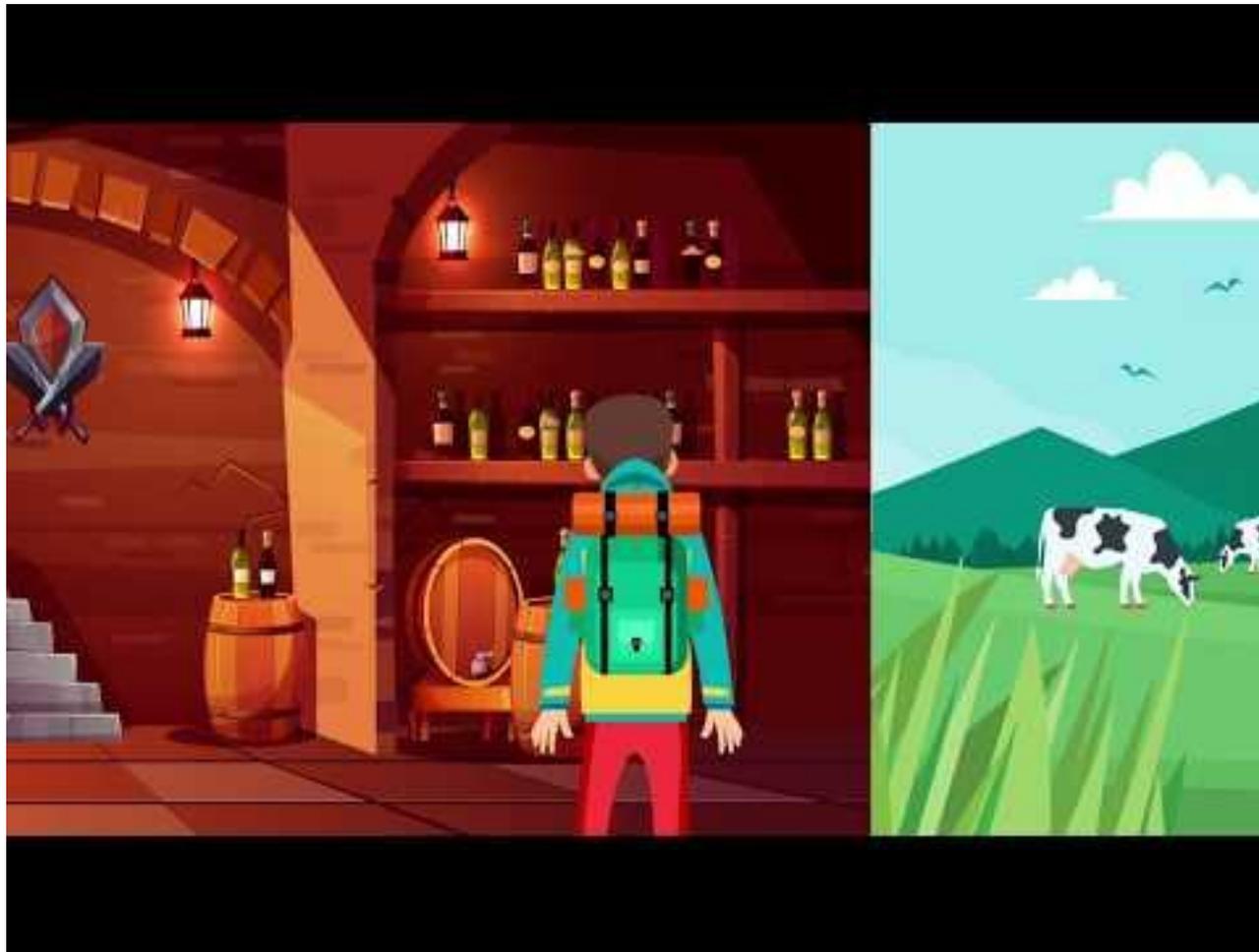
Marketplace & Smart Community

➔ **To put in the system all the new and old territorial tourist and commercial assets within a Smart Tourist Community** and using companies, associations and local authorities as channels;

➔ **Higher value tourist offer –** Develop a tourist and commercial offer with higher added value through the integration of different components of the offer and developing an operational model for the construction of the "experiential tourist and commercial program" generated by the tourist profiling

➔ **Create a business model –** Create and manage a business model in which the services are defined through the collaborative model of the "tourist prosumer"

Blockchain is the king

➔ The project aims to innovate the supply chain facilitating the establishment of Smart Tourism Community **federating the offer in a collaborative and democratic interoperable** approach through the territories, and create the conditions for achieving an open marketplace, disintermediated and distributed, which makes use of the newest technologies and blockchain.

➔ **Use of appropriate tools** - To equip all the topics that promote the tourist offer in the ecosystem, with digital tools suitable to support the innovative challenges of the market.

Technological environment

The Smart Tourist Community provides a technological, integrated and interoperable environment that enables:

➔ **the digital identities of the tourist and of the hotel**, non-hotel and public / private subjects in the mobility components, cultural and environmental assets and activities of the territory

➔ the enabling of services to which the tourist has access with his / her **unique national ID**

➔ **accounting for the activities** of all members of the community

➔ the territorial animation activities of the operating levers

➔ **the administrative and legal configuration of the contractual signing of membership** of the members of the tourism ecosystem

➔ enabling interactions by federating services performed by other platforms or by other subjects

➔ **the management of payments** within the Smart Community through connection to bank and private payment circuits.

Progressive Web App (PWA)

❖ **Progressive Web App is a term, originally coined by Google,** which refers to web applications that are developed and loaded as normal web pages, but that behave similarly to native applications when used on a mobile device.

❖ **Unlike traditional applications, progressive web apps are a hybrid of ordinary web pages** (or websites) **and mobile applications.**

❖ This model of applications tries to combine the possibilities offered by most modern browsers with **the benefits of using them on mobility**.
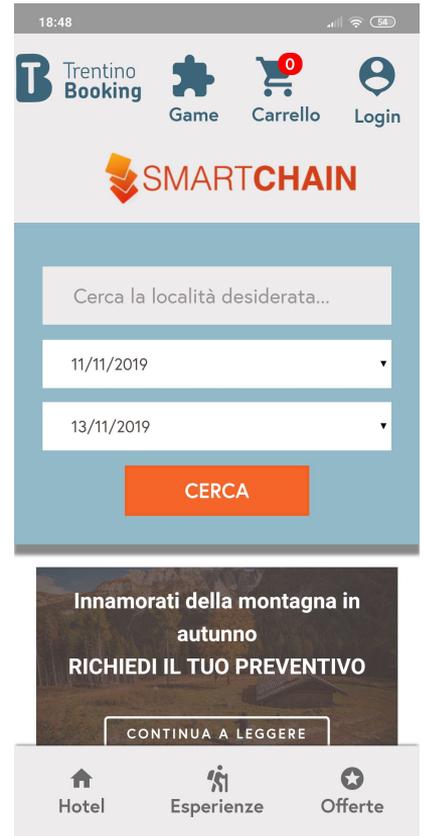
Trentino holidays ecosystem
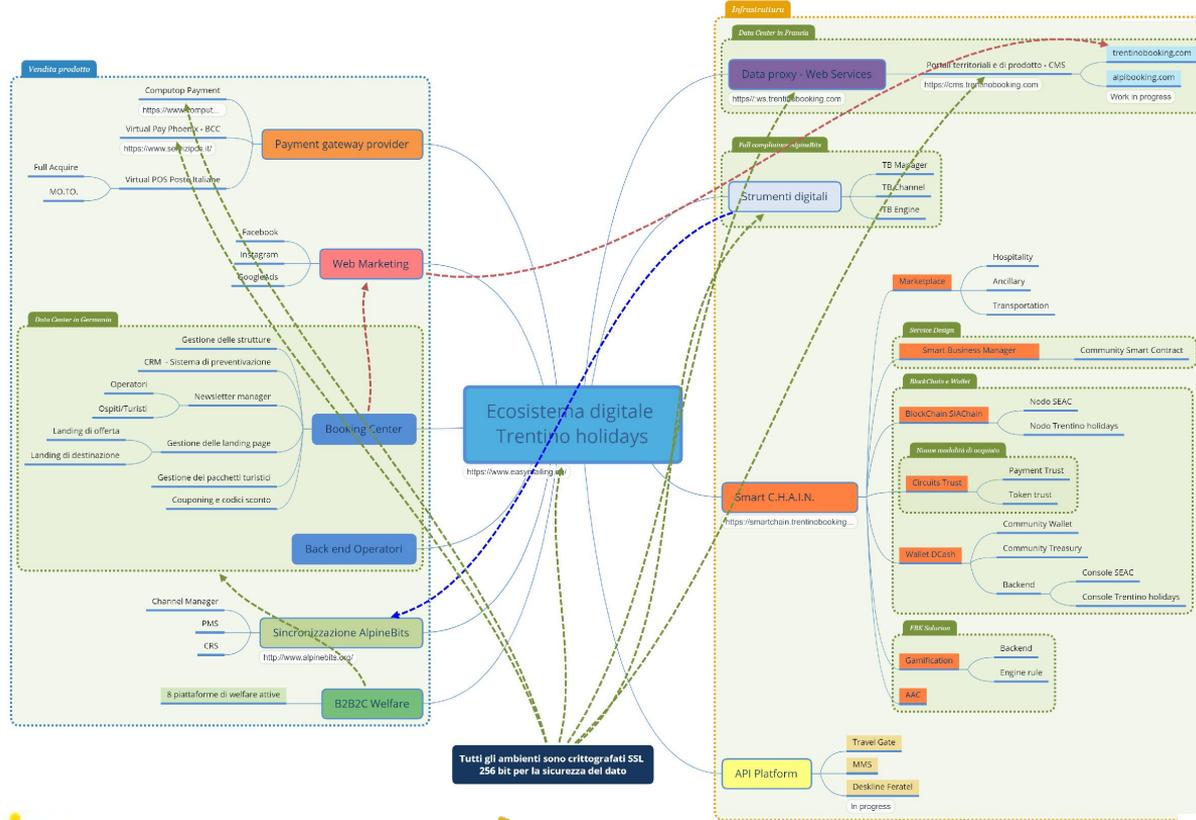
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