



# LASCN Webinar on Smart Tourism

Reactivating Tourism in Latin America in the Post COVID-19 Era





# WELCOMING REMARKS



**Jung Sook Park  
Secretary General**

World Smart Sustainable Cities Organization (WeGO)



# CONGRATULATORY REMARKS



**Rodolfo Marinho**  
**Municipal Secretary of Tourism**

São Paulo, Brazil



# Group Photo



WeGO  
&  
**LASCN Introduction**



# Introduction of WeGO



# Overview



WeGO is an international association of



**Local Governments**



**Corporations**



**National & Regional  
Institutions**

Committed to the transformation of cities into smart sustainable cities.

# WeGO's Network



**213  
MEMBERS**

=

**162  
Local  
Governments**

+

**35  
Corporations**

**16  
Institutions**

# WeGO's Network

## PARTNERS



# Governance



**PRESIDENT CITY**  
Seoul (South Korea)

**WeGO SECRETARIAT**  
Seoul (Korea)

**EXECUTIVE VICE PRESIDENT CITY**  
Mexico City (Mexico)

**REGIONAL OFFICES**

## VICE PRESIDENT CITIES

Beyoğlu (Turkey), Chengdu (China), Makati City (Philippines),  
Moscow (Russia), Seberang Perai (Malaysia)

**AFRICA**  
Abuja (Nigeria)

**EAST ASIA**  
Chengdu (China)

**EURASIA**  
Ulyanovsk Region (Russia)

**LATIN AMERICA**  
Mexico City (Mexico)

**MEDITERRANEAN**  
Beyoğlu (Turkey)

## EXECUTIVE COMMITTEE MEMBER CITIES

Abuja (Nigeria), Beyoğlu (Turkey), Chengdu (China), Dhulikhel (Nepal), Hebron (Palestine), Kampala (Uganda), Makati City (Philippines), Maputo (Mozambique), Mexico City (Mexico) Moscow (Russia), São Paulo (Brazil), Seberang Perai (Malaysia),  
Seongnam City (South Korea) Seoul (South Korea), Ulaanbaatar (Mongolia), Ulyanovsk Region (Russia), Wellington (New Zealand)

**ALL MEMBERS**

# WeGO Advisory Board



**Alexandre Hedjazi**  
Professor  
(University of Geneva)



**Byoung Joon Kim**  
Dean  
(Kookmin University)



**Danil Kerimi**  
Founder  
(Edgeland Institute)



**Daniel Oh**  
Professor  
(Korea University)



**Hanna Yoon**  
Professor  
(Soongsil University)



**Hong Chun Lee**  
Professor  
(Dongguk University)



**Joo Seok Oh**  
Professor  
(Korea University)



**Junseok Hwang**  
Professor  
(Seoul National University)



**Jung Hoon Lee**  
Professor  
(Yonsei University)



**Matteo Tarantino**  
Professor  
(Catholic University of Milan)



**Sei Yong Kim**  
Professor  
(Korea University)



**Seok Won Lee**  
Professor  
(Seoul National University)



**Yves Daccord**  
Fellow  
(Harvard Berkman Center for Internet & Society)



## WeGO's Activities



Project Implementation  
& Matchmaking



Capacity-building



Research & Development



Knowledge-sharing  
& Networking



Regional Activities



Governance Activities

# Regional Activities



Africa  
Smart Cities Network  
(AFSCN)



Latin America  
Smart Cities Network  
(LASCN)



China-Japan-Korea  
(CJK)



ASEAN  
Smart Cities Network  
(ASCN)



## What is the LASCN?

*"An open-ended regional network of cities and other local governments across Latin America that will serve as a platform to exchange knowledge and foster cooperation on smart city development in the region."*



# Why the LASCN?

- Growing importance of Smart City development in the region:
  - With 80% of its population living in the cities, Latin America is experiencing multiple challenges in urban development.
  - COVID-19 has highlighted the importance of digitalization and regional cooperation to overcome the pandemic.
- The region shares common development problematics, trends and challenges



# Who can join the LASCN?



## Local Governments

Cities and Other Municipalities  
Districts and Other Sub-Municipalities  
States, Provinces, and Other Regions



## Corporations

Multinational Corporations  
SMEs  
Startups  
Corporate Groups



## National & Regional Institutions

National and Regional Associations  
Government Agencies  
Academic Institutions  
Non-Profit Organizations  
Research Organizations

Committed to the transformation of cities into smart sustainable cities.

## What are the goals of the LASCN?

- Knowledge exchange (best practices & future projects)
- Regional cooperation on smart city development
- Capacity building
- Facilitating partnerships for consultation and funding
- Feasibility studies & pilot projects



## Past Events



### LASCN Initiative Presentation June 2021

Over 100 people participated in the event

- Minister of Foreign Affairs of Costa Rica
- Minister of Science Technology and Innovation of Brazil
- São Paulo's Secretary of International Relations
- 11 Representatives from Latin American Embassies in Korea
- Main Development agencies and Multilateral Banks (IDB, ECLAC, World Bank)



### LASCN workshop on Digital Urban Planning November 2021

First workshop of the network focused on Geographic Information Systems (GIS). The event received over 50 participants.

- Vice Minister of Foreign Affairs of Ecuador
- Chief of mission of the Ecuadorian Embassy in Korea



## New Members

### CURRENT WEGO MEMBERS IN THE REGION

- Mexico City, Mexico (2010)
- São Paulo, Brazil (2010)
- Caracas, Venezuela (2010)
- Porto Alegre, Brazil (2014)
- Asunción, Paraguay (2015)
- Villa Tapia, Dominican Republic (2018)
- Coatzacoalcos, Mexico (2019)
- San Antonio de Areco, Argentina (2019)
- Buenos Aires de Puntarenas, Costa Rica (2021)
- Lima, Perú (2021)
- Cusco, Perú (2021) - **New Member**
- Urubamba, Perú (2021) - **New Member**
- Cuenca, Ecuador (2022) - **New Member**



# **SESSION I**

## **Digital Tourism Solutions & Smart Technologies**



# Metaverse Seoul



**Ho-sun Chae**  
**Officer for the Metaverse Seoul Team**  
Seoul Metropolitan Government





# METAVERSE SEOUL

Enjoy tours on metaverse anytime, anywhere.

# Three Main Concepts for Metaverse Seoul



A representative  
Communication Channel

that connects the SMG with its citizens more closely

Direction

A solution that overcomes  
constraints of reality

caused by time, space and language

A platform that maximizes user  
experiences and satisfaction

providing services that are  
even more immersive than reality

# Metaverse Seoul, a New Frontier of Seoul

Seoul will provide metaverse-based public services in all areas

## ● Economy

Fostering the business ecosystem using the Metaverse

## ● Education

Immersive learning in the Metaverse

## ● Culture Tourism

Metaverse tour, anytime and anywhere

## Communication

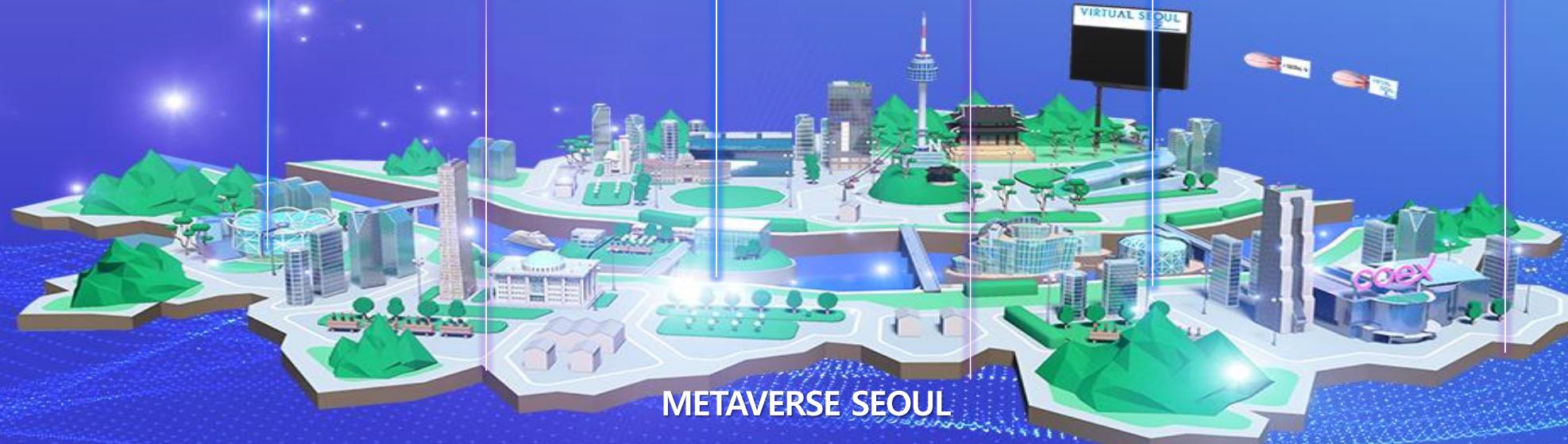
Closer interaction and communication with citizens

## Urbanization

Creating XR city combined with reality and virtual space

## Administration

Realizing virtual city administration which is more efficient and convenient



# Roadmap for Metaverse Seoul

Our roadmap involves a 5-year plan from 2022 to 2026

**2021**  
Pilot

- Virtual meeting
- Gyeongbokgung Palace XR
- Virtual new year countdown

**2022**  
Phase 1

Economy | Fintech Lab

**2023~2024**  
Phase 2

Invest Seoul and Start-Up Campus Town

**2025~2026**  
Phase 3

Learning support and Citizen University

Services created by citizens & the call center | Public space reservation

Metaverse sightseeing, festivals, exhibitions, etc

Communication | 120 chatbot

Urbanization | Time travel in XR

Intelligent city management

XR Smart Town

Admin. | Conference & handling citizen requests | Smart Work System, & AI city official

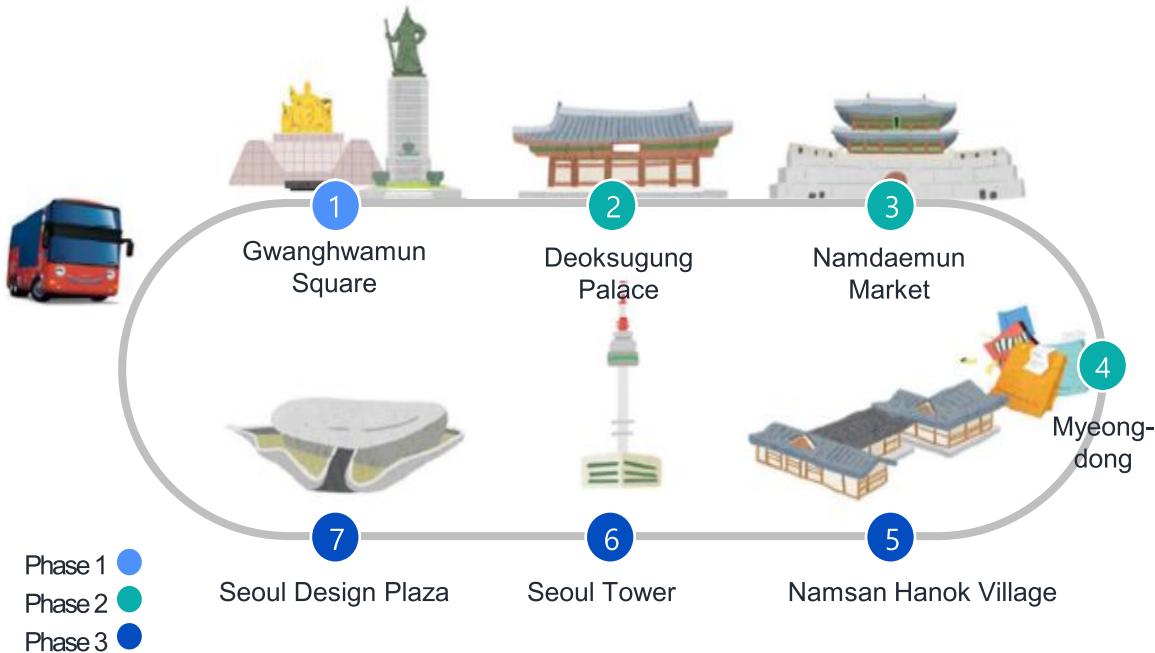
Tax | Tax payment and counseling

Infra | Creating user guidelines and navigation map, etc

# Seoul Virtual Tourism Special Zone

Increase interest and induce actual visits to Seoul by allowing foreigners to virtually visit major tourist places in Seoul

## Plans to Provide City Tours in Metaverse Seoul



## Plans to Build Popular Spots in Metaverse Seoul



# City Festivals in Metaverse Seoul

A festival platform which allows interaction among participants on & offline

## Plans for Festivals in Metaverse by year

Phase 1



Seoul Music Festival

Phase 2



Seoul Traditional Music Festival



Light Lantern Festival

Phase 3



Drum Festival



Jeongdong night tour

# Museum and Exhibition Service

Materialize the same visiting experiences and service purchase functions as in reality

## Plans to Create Metaverse Exhibition Hall

### Phase 1

- Urban Architecture Biennale
- Trade show

### Phase 2

- Seoul Museum of Art
- Seoul Science Hall
- Trade show

### Phase 3

- Seoul History Museum
- Seoul Museum of Art in Southern Seoul
- Garden Fair
- Trade show

THANK YOU  
UY NHAUT

A blurred background image of the Seoul city skyline at night, featuring numerous skyscrapers and illuminated buildings. A faint digital grid overlay is visible across the entire image.

METAVERSE SEOUL

# **Case Study of Smart Tourism City, Seoul**



**Hyukbin Kwon**  
**Director of the Smart Tourism Team**  
Seoul Tourism Organization





# Case Study of Smart Tourism City, Seoul

June 30<sup>th</sup> 2022

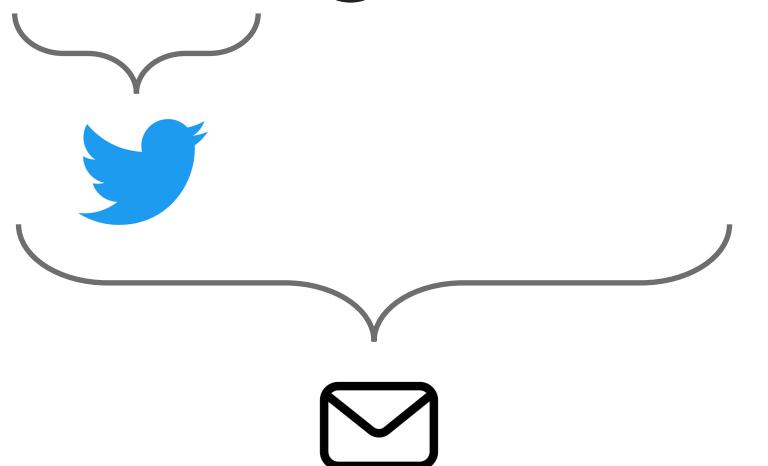


# HOLA! Buenos dias!

HyukBin,  
Kwon

Smart Tourism Team Director

binssii@sto.or.kr



- ✓ Joined **Seoul Tourism Organization** (STO) in 2009
- ✓ Currently manage the **Smart Tourism Team**
- ✓ Facilitate **team operations** with regard to the **Visit Seoul** official website, app, and social media channels, digital marketing campaigns, and the discovery & support of **Seoul tourism startups**



# Smart City

Smart City is a term that defines a city as providing **smart services**, regardless of time and place, through an established infrastructure that utilizes **smart technology** (e.g. big data analysis, machine learning, AI, etc.) with the aim of advancing the city's **competitiveness** while improving its **quality of life**.



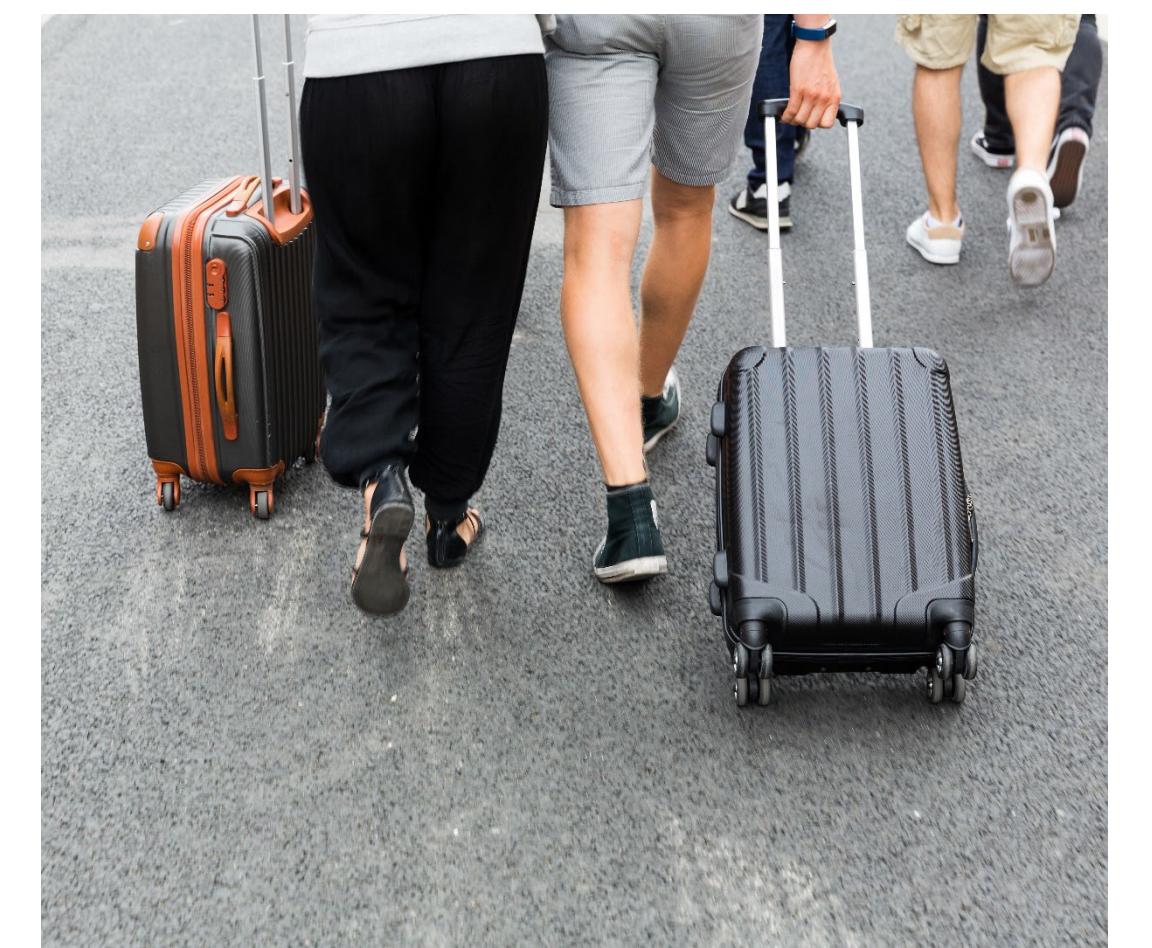
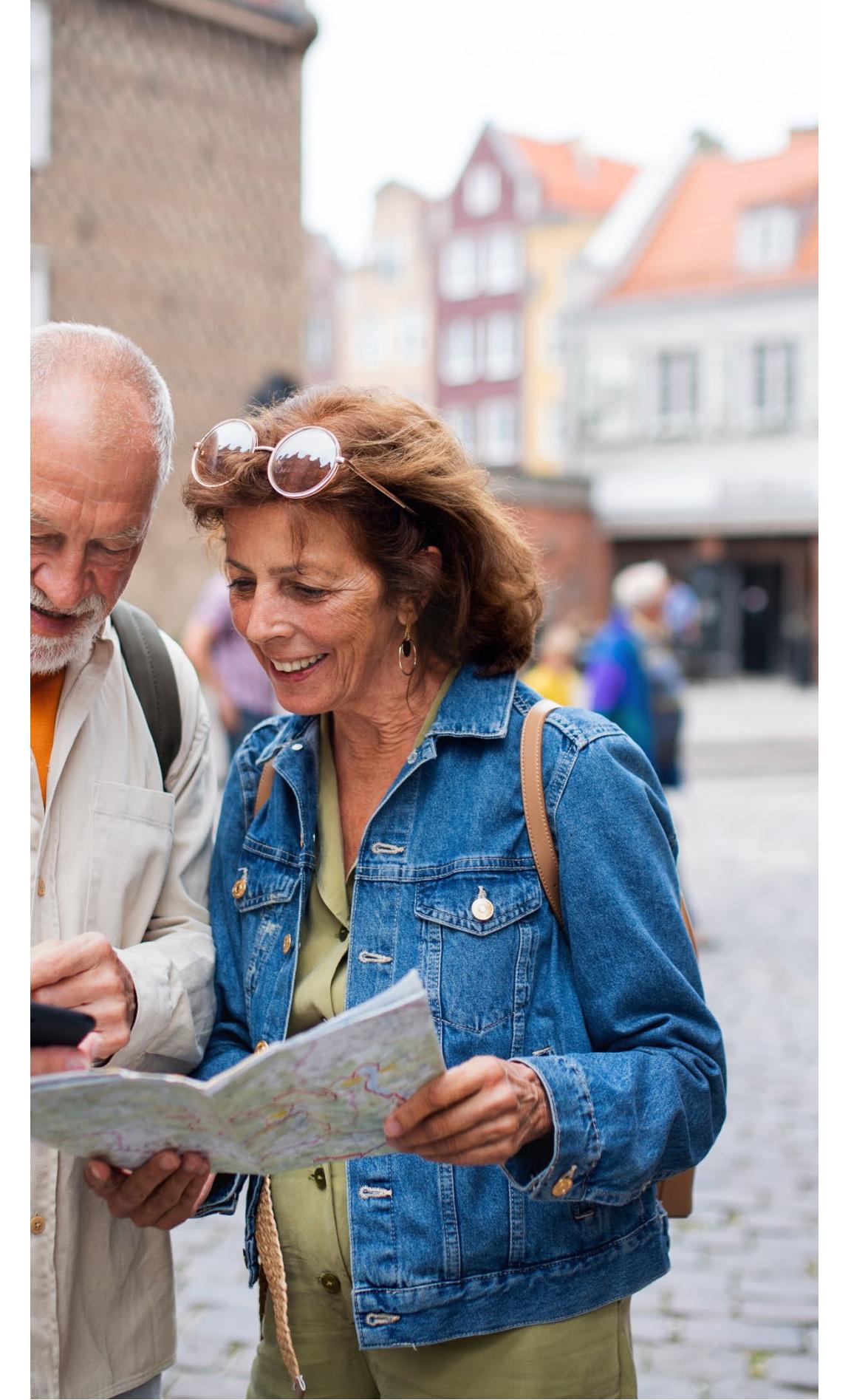


# Smart Tourism

Smart Tourism provides **real-time, customized services** to domestic and foreign tourists based on real-time communication and *location-based services (LBS)* by incorporating state-of-the-art *information and communications technology (ICT)* into tourism.

# Smart Tourism City

Smart Tourism City is an **innovative tourist destination** that guarantees sustainable development, which ultimately improves the **quality of life for the local community**. This is enabled by the facilitation and advancement of **interaction with the experiences of tourists** at tourism destinations.





# How to evaluate the Smart Tourism Cities?

Even amid the recent growing awareness and importance of **smart tourism**, we still lack an actual index to **concretely** and **quantitatively** identify the level, or grade, of a smart tourism city.

# Smart Tourism Cities' Competitiveness Index



Attractiveness

Smart Attraction  
Smart Amenities  
Smart Contents  
Online Popularity



Accessibility

Smart Convenience  
Smart Mobility  
Barrier-Free Design



Digitalization Readiness

Digital Infrastructure  
Information  
Openness  
Smart Platform  
**Smart Service Technology**



Sustainability

Life and Tourism Environments  
Tourism Creativity and Innovativeness  
**Tourism Safety**  
City Resilience

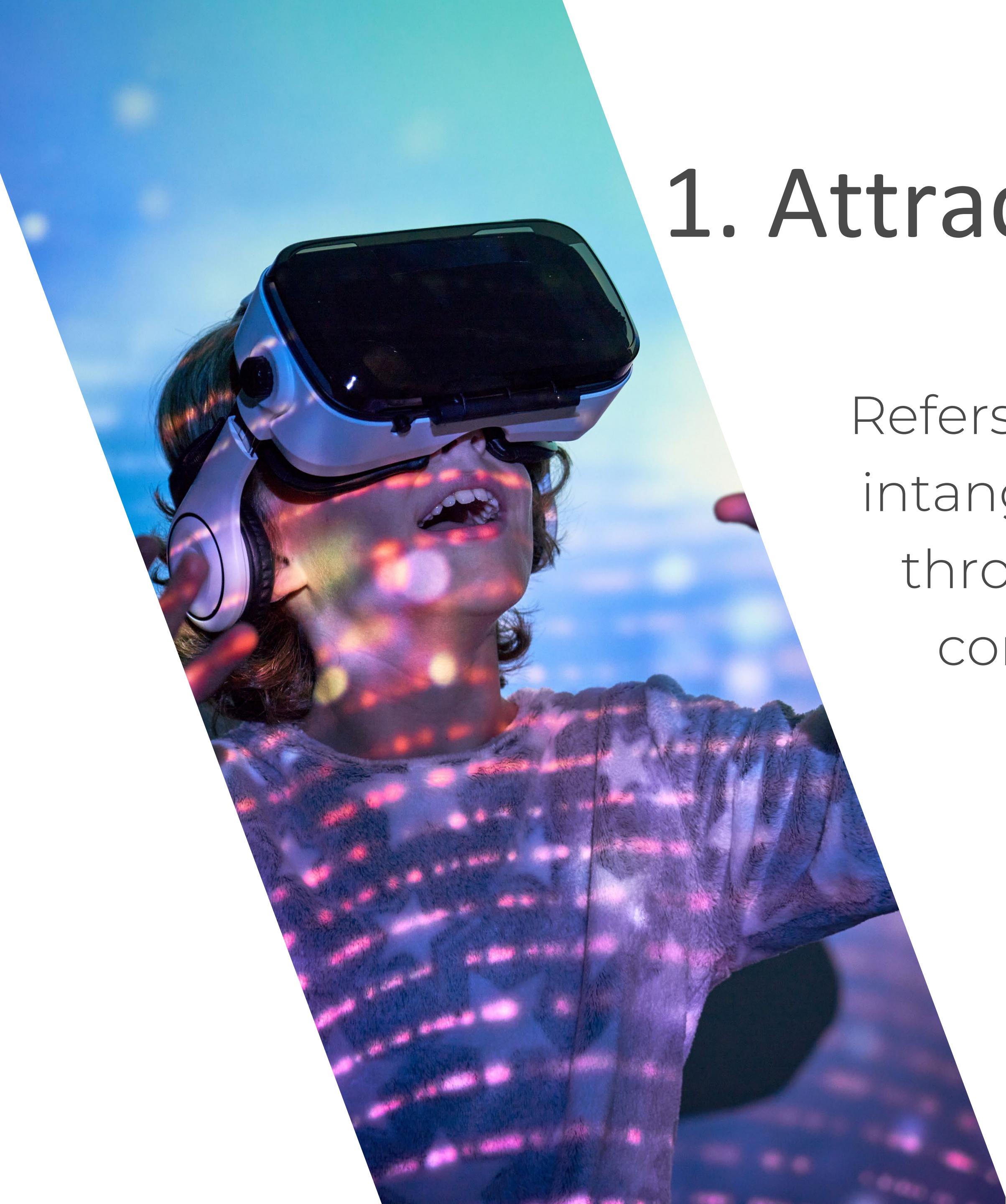


Collaborative Partnership

Resident-Tourist Symbiosis  
Living Lab Activation  
**Smart Tourism Governance**

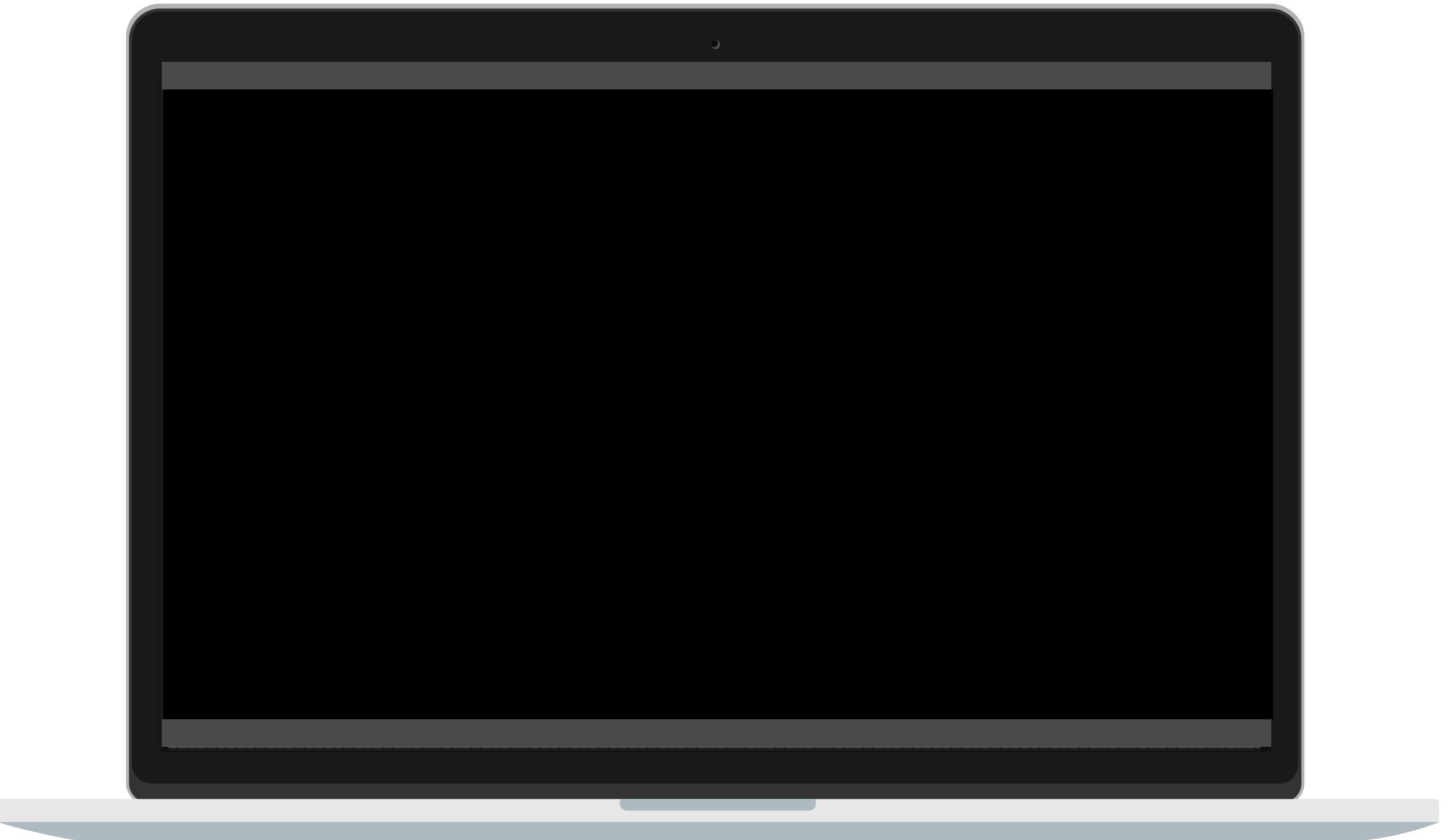
# 1. Attractiveness | **Smart Attraction**

Refers to the extent to which tangible and intangible tourist attractions are provided through the Internet or information and communications technology, i.e. smart technology.



# Smart Attraction

- ✓ Production of YouTube and social media content boasting a 360-degree VR format
- ✓ Collaboration with Kpop star (Cha Eun-woo) introducing popular locations throughout Seoul
- ✓ Contains content based on the three themes:
  1. Colorful, 2. Retro, or “Newtro,” and 3. Activity





## 2. Accessibility | Smart Convenience

Refers to the degree of availability of tourist information and related services, as well as transportation accessibility.

# Smart Convenience

- ✓ Creates a city tourism brand across several platforms with the use of an official website, application, and social media services
- ✓ Utilizes YouTube and Instagram to conduct global digital marketing campaigns based on the latest trends



Website

Offers language support in 8 languages: KOR, ENG, JPN, CHI (Simp. & Trad.), RUS & more



Youtube

450K followers



Application

App - Development

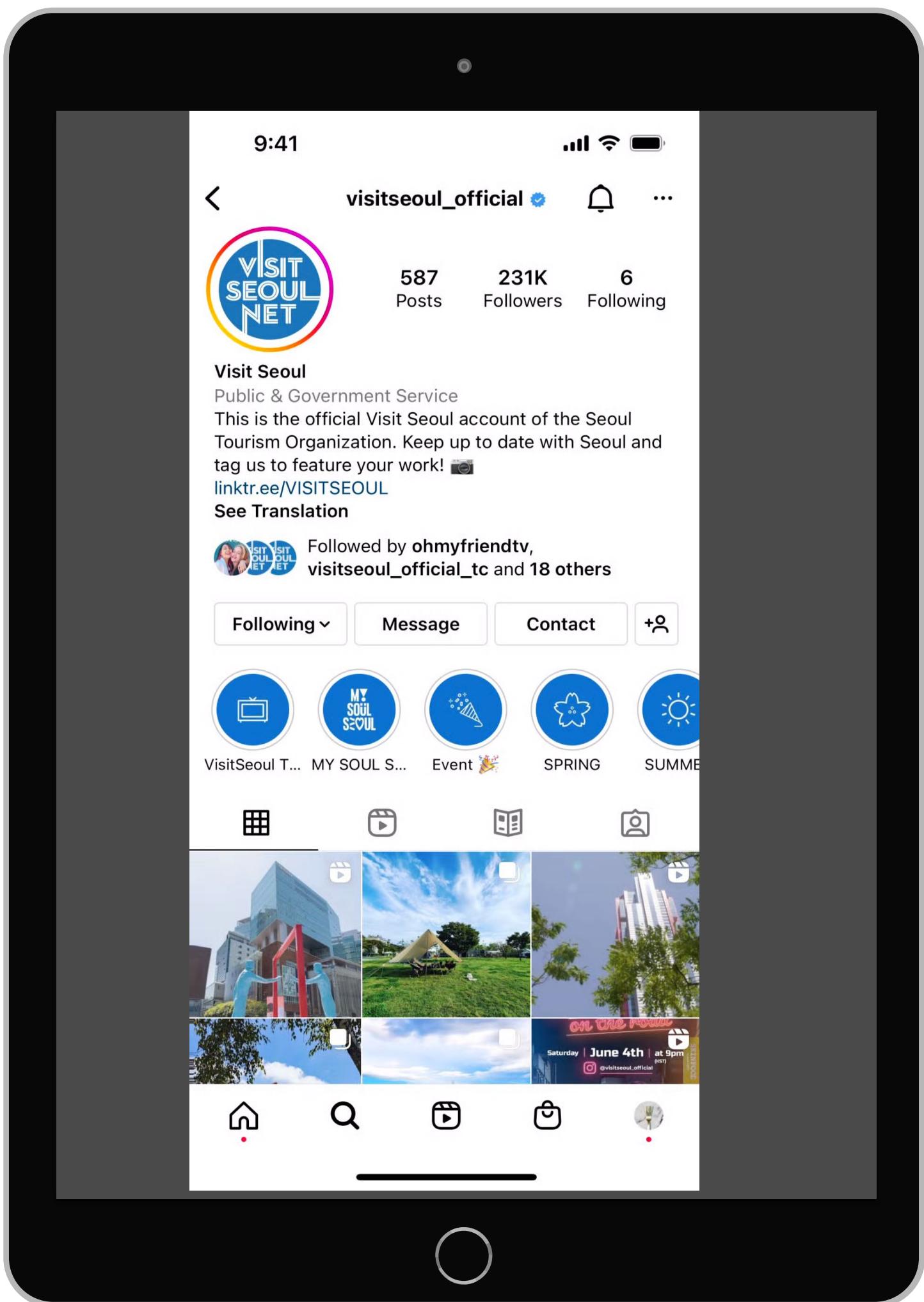


Instagram

Social Media

11 social media channels in 4 languages with over 2 mil combined followers

# Instagram

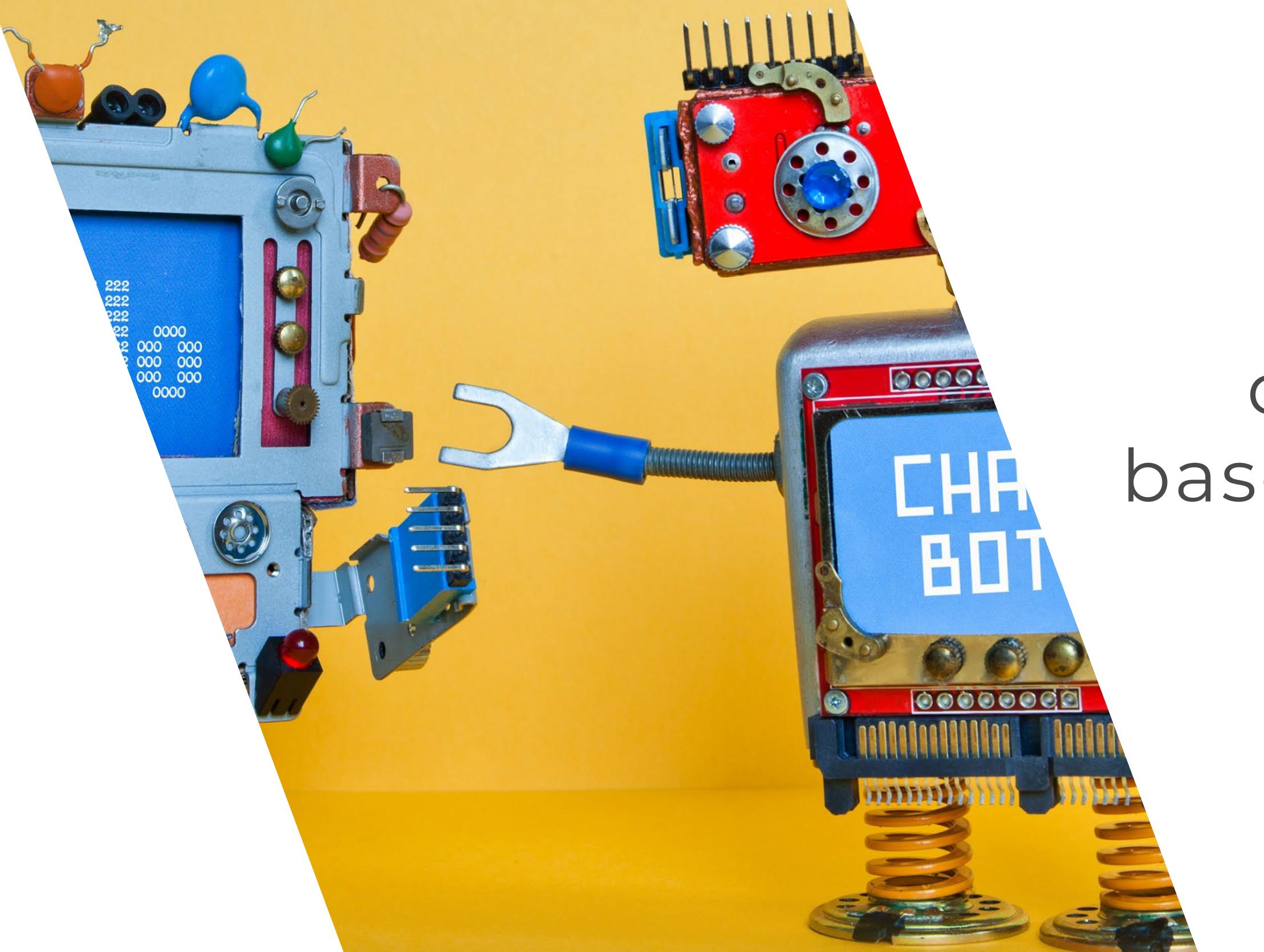


- ✓ Provides varied information on tourism hot spots and fun places to visit during your Seoul stay
- ✓ Inspires people from around the world to travel to Seoul with stylish and sensible photos, reels, short-form videos, and livestreams

### 3. Digital Readiness

| Smart Service Technology

Refers to the degree of data development and infrastructure construction that enables high-quality smart tourist information based on the latest information and communications technology.



# Smart Service Technology



Kiosk

Utilizes location-based tourism information through **large kiosks** positioned throughout the entirety of Seoul



Chatbot

Utilizes tourism information through a **chatbot-based communication** on the Visit Seoul app

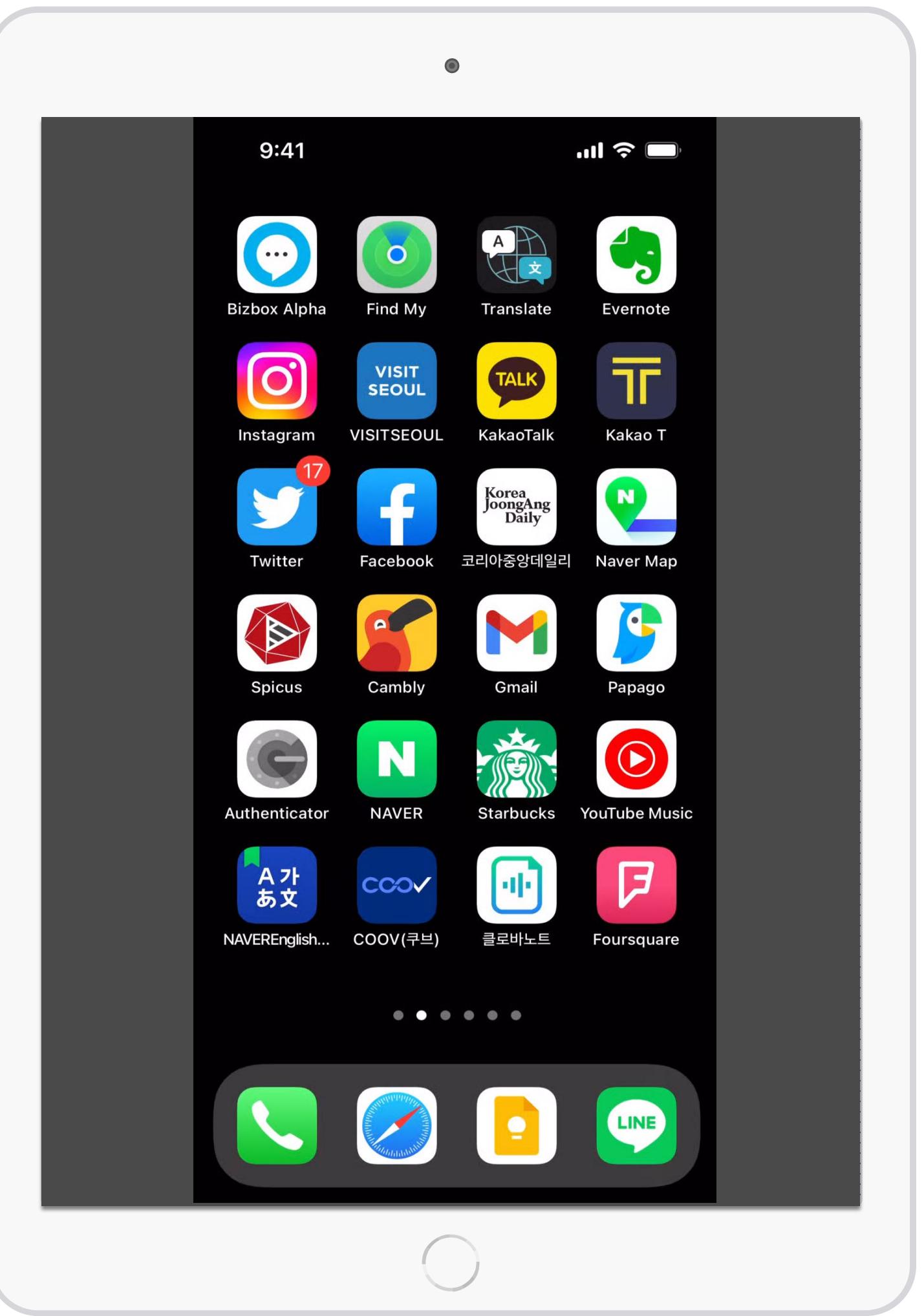


Samsung Device

Provides tourism information using an **Android embedded app**

# Chatbot

- ✓ Provides a conversational AI chatbot service incorporating natural language understanding (NLU) technology that learns and grows more advanced from user questions
- ✓ Incorporates the use of Visit Seoul's mascot, Bae-B, to make for a user-friendly UX that enables users to comfortably engage in conversation



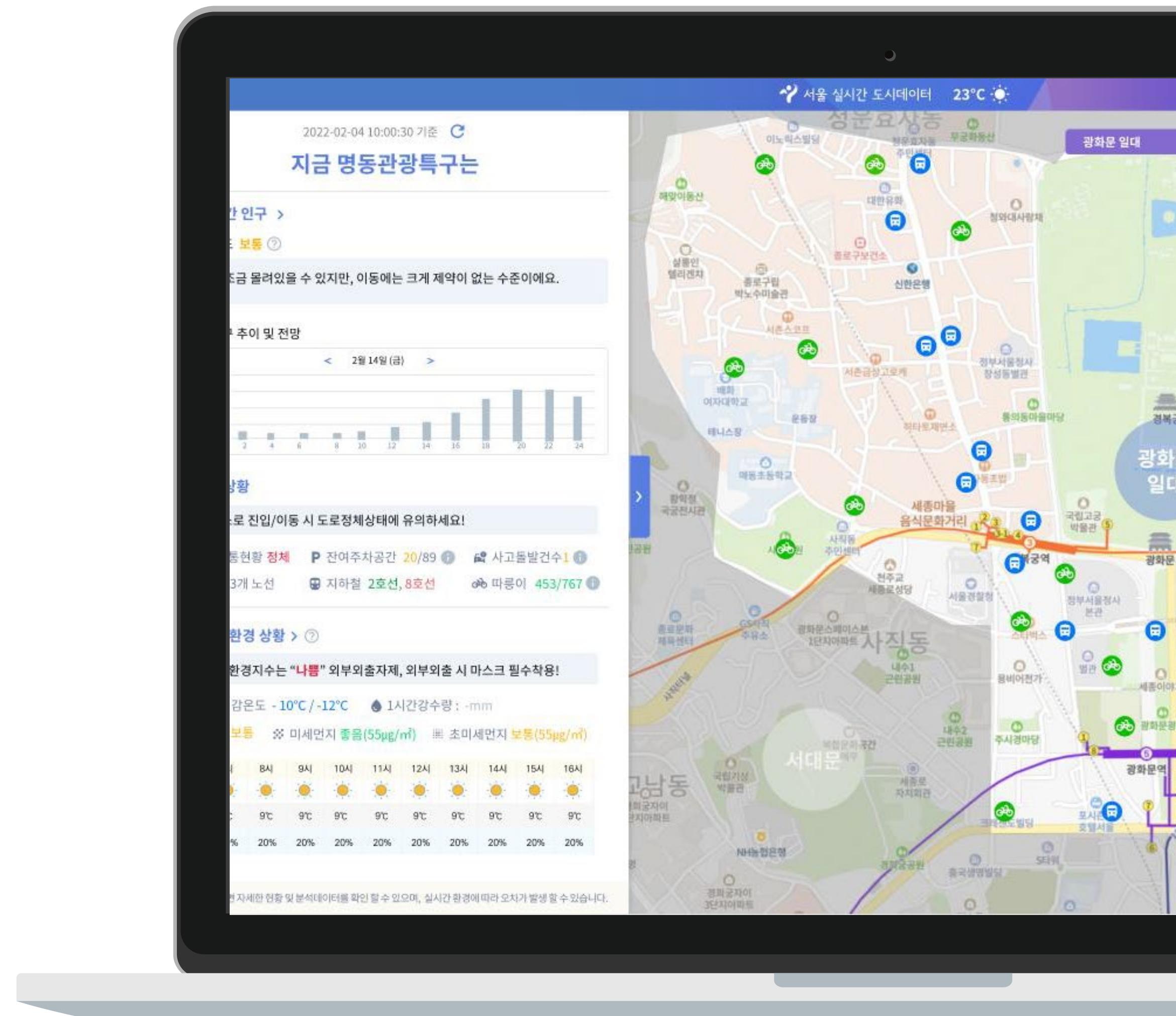
## 4. Sustainability | **Tourism Safety**

Refers to the degree to which a smart tourism city has an infrastructure for sustainable social, economic, and environmental growth.



# Tourism Safety

- ✓ Conveniently provides Seoul residents, and tourists a safe travel experience through the real-time provision of information
- ✓ Shares information on current crowd levels and crowd density of primary areas in Seoul



\*Tourism Safety: Real-time monitoring and reporting on health and safety

# 5. Collaborative Partnership

## | Smart Tourism Governance

Refers to the degree of development of a smart tourism ecosystem for the symbiosis of stakeholder groups (residents, tourists, related organizations) in a smart tourism city.



# Smart Tourism Governance

STO contributes to the revitalization of the tourism ecosystem with the discovery & support of 12+ new tourism startups since 2016.



## 2022

- ❖ [Ongoing] Conducts **discovery project** for 12 new tourism startups
- ❖ Provides professional accelerator-assisted **training** & professional **consulting** for the bolstering of startup capacity and project engagement

## 2021

- ❖ Conducted discovery project for **16 new tourism startups** specializing in platforms, experience programs, and value tourism
- ❖ Launched a socially-valuable **navigation service** for tourists with special needs

## 2020

- ❖ Conducted discovery project for **12 new tourism startups** specializing in platforms, experience programs, and value tourism
- ❖ Launched an **ICT-based service** that provides assistance to tourists with travel itinerary recommendations & reservations

\*Smart Tourism Governance: A system to encourage participation related to smart tourism of private companies, such as suggesting development plans for smart tourism and developing smart tourism services

# Looking Ahead

## 3 **Keywords** for building a Smart Tourism City

- ✓ Keep people involved and participating
- ✓ Build up sufficient **data**, the operational building blocks of a Smart Tourism City
- ✓ Exercise hospitality when welcoming tourists and travelers, and when partnering up with stakeholders



We hope your  
journey begins in  
Seoul!

Obrigado!  
Gracias!



# DanVerse Discover



**Maria Engermann**  
**CEO**  
MANND



# DanVerse Discover

An VR Metaverse platform for the tourist industry in Denmark

*(Concept in development)*

M A N N D



Maria H. Engermann

XR Experience Designer & Founder of MANND

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M A N N D



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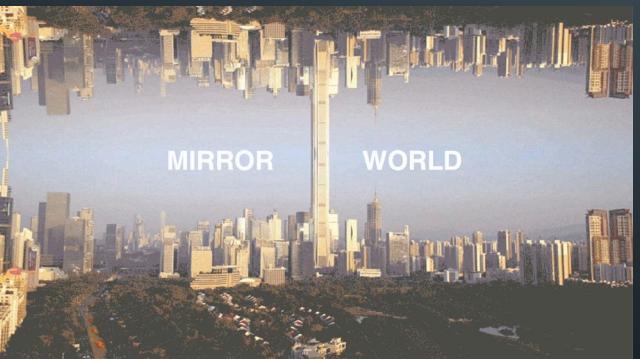
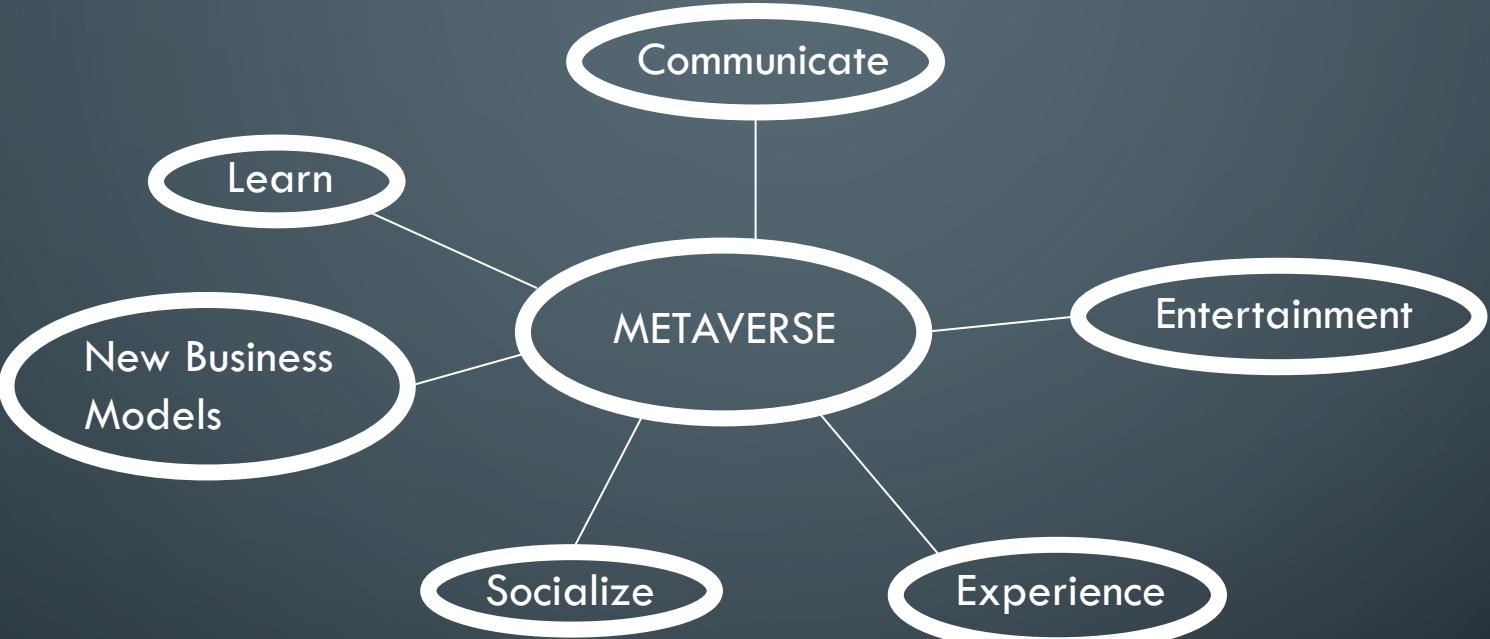
# WHAT THE HECK IS THE METAVERSE!?!



# WHAT THE HECK IS THE METAVERSE!?!



The next generation of the internet...



# DanVerse Discover: Travel to Danish locations in VR

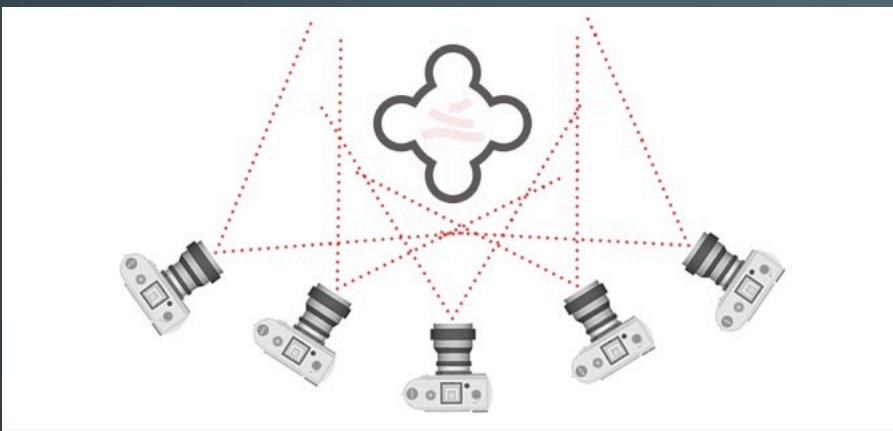


MANNND



Real locations  
scanned in 3D

# Photogrammetry



# Experience together in Multiplayer VR



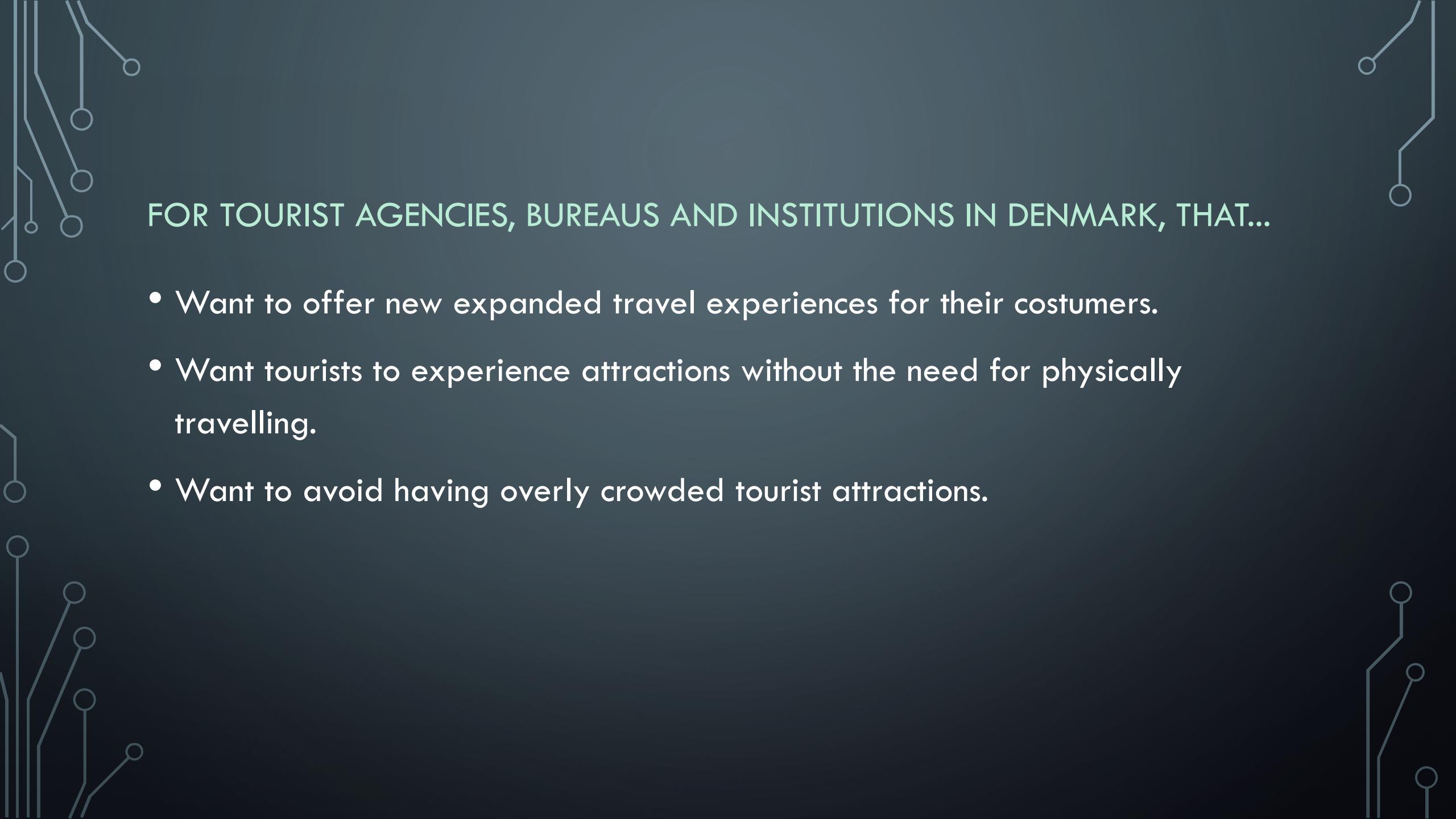
# Target Group

Main B2B  
Tourist agencies, bureaus and institutions in Denmark.



Secondly B2C:  
Foreign tourists





## FOR TOURIST AGENCIES, BUREAUS AND INSTITUTIONS IN DENMARK, THAT...

- Want to offer new expanded travel experiences for their costumers.
- Want tourists to experience attractions without the need for physically travelling.
- Want to avoid having overly crowded tourist attractions.

## CONCEPT IN DEVELOPMENT



MANND

# THANK YOU SO MUCH FOR YOUR TIME



# **SESSION II**

## **Tourism Needs, Challenges & Future Plans in Latin America**



# Tourism in São Paulo



**Karolini Pereira Barbosa  
Coordinator of Tourism**

São Paulo, Brazil





CIDADE DE  
**SÃO PAULO**  
TURISMO

**SMTUR**  
Municipal Secretary  
of Tourism

city hall.sp.gov.br/turismo

# tourism in Sao Paulo

Main tourist destination in terms of visitor volume - estimated demand of 15.7 million tourists in 2018 (Fipe), generating an estimated revenue of almost R\$13 billion.

International Tourist Demand Survey 2014-2018 - first city in the search for business tourism, events and conventions / fifth in the leisure segment

# General data

- 119 theaters.
- 124 museums.
- 126 parks.
- 3,000 bars.
- 20 thousand restaurants with 58 types of cuisine.
- 3 bus terminals.
- 100 thousand vehicles for lease.
- 38 thousand taxis.
- 1,334 bus lines.
- 79 subway stations on 6 lines.
- 94 train stations on 7 lines.
- 3 airports serving the city of São Paulo

Ibirapuera is among  
the 10 best urban parks  
in the world

Source: SÃO PAULO: CIDADE DO MUNDO / CITY OF THE WORLD 2018

## some more data

According to the TRIP ADVISOR ranking, São Paulo was the main national destination in 2014 and in 2017 it was in 2nd place.

We are the 1st city in Brazil in number of international events.



# Main annual events

- Carnival – Sambadrome and Street Carnival.
- F1 Grand Prix.
- São Paulo Fashion Week.
- Cultural turn.
- LGBT Parade.
- Book Biennial (even years).
- Art Biennial.
- Sporting Turn.
- International Motor Show.
- São Silvestre Race.
- New Year's Eve at Paulista.

And more: Music festivals, international concerts, business fairs, congresses and conventions, musicals and others.



# Tourist Information Center CIT

► 06 CITs located in the main points of the capital (República, Tietê, Pq Mario Covas, Parelheiros and in Congonhas and Guarulhos Airports)

► Tourism Observatory  
[www.observatoriodelturismo.com.br](http://www.observatoriodelturismo.com.br)

► Official city website with all itineraries and city information  
[www.cidadedesaoaulo.com](http://www.cidadedesaoaulo.com)



# Why is SP known for Inclusive Culture?

1

**Provides tips and information about the cultural events accessible in the city**

All public events have events with interpreters (eg Virada Cultural) and adapted bathrooms, according to laws 10.098/2000 and 13,825/2019.

two

**Central and Intermediation in Pounds - CIL**

Service performs the mediation in communication between hearing-impaired, deaf and deafblind people in attendance at any service public installed in the city, in the modalities:  
A)online, downloading the "CIL-SMPED" app; B)Presentialat 72 points spread across the city (including CITS)

3

***Thematic Itineraries***

***Miscellaneous with Audio and Description***

From the city's official website  
[www.cidadedesaopaulo.com](http://www.cidadedesaopaulo.com)

# Post-pandemic trends

-  Trips regional
-  Trips in family
-  Activities outdoors
-  Flexibility
-  digitization of tourism



Safety



destinations  
sustainable



tourism of  
experience



tourism of  
Lux

(Second REPORT ON THE IMPACTS OF THE COVID-19 PANDEMIC ON CITY TOURISM prepared by  
SMDT/SMTUR February 2021)



[prefeitura.sp.gov.br/turismo](http://prefeitura.sp.gov.br/turismo)

# Nature trips: the opportunity

## Ecotourism Hubs:

Located in the south zone (Parelheiros) and north zone (Cantareira), the Ecotourism centers of São Paulo have churches, temples, houses and cultural centers that tell a lot about the adventures lived by immigrants, especially Germans and Japanese, who were part of the colonization of capital of São Paulo.

couples



Cantareira



# SP triangle

**Night and weekend reactivation  
transforming the Historic Center into a  
Tourist Destination.**

→ Located in the Historic Center, Triângulo SP is the birthplace of the city, where some of the great historic buildings of São Paulo are located, such as the Martinelli and Altino Arantes Buildings. In its perimeter (the boardwalk area between Líbero Badaró, Boa Vista and Benjamin Constant streets) there are attractions of tourist relevance, among them,

Largo São Bento, Marco Zero da Cidade, Pateo do Collegio and Largo São Francisco, also reaching other attractions in the Centro Novo region such as the famous Esquina da Av. São João with Ipiranga.





Thanks!

**Karolini Barbosa**  
Tourism Coordinator for the City of São Paulo



# Tourism needs, challenges & future plans in Cuenca



**Sumak Serrano**  
**Planning and Projects Manager**  
**Municipal Tourism Foundation**

Cuenca, Ecuador



- 
- SITUACIÓN TURÍSTICA
  - RETOS Y NECESIDADES
  - PLANES Y PROYECTOS FUTUROS

OCÉANO PACÍFICO / PACIFIC OCEAN



CUENCA ESTÁ MUY CERCA

CUENCA

VÍA AÉREA / AIRWAY

Quito  
45 minutos

Guayaquil  
40 minutos

CUENCA

VÍA TERRESTRE / ROAD

Quito                          Guayaquil  
442 km / 274,64 miles    193 km / 119,92 miles

Islas Galápagos / Galapagos Islands

Colombia

Quito

0°

Ecuador

Guayaquil

AQUÍ ESTAMOS

Cuenca

Perú

N





La ciudad de Cuenca es la capital de la provincia del Azuay y se encuentra dentro de un valle en la región montañosa del sur del Ecuador:

- 2.535 metros sobre el nivel del mar.
- A 442 km. de distancia de Quito.
- A 193 km. de Guayaquil.
- El clima es suave con una temperatura promedio de 17 °C (62 °F).
- 600.000 habitantes.

Cuenca ha sido siempre una ciudad de contrastes. Aquí tres culturas se fusionan de manera armónica:

- Nación de Cañaris
- Incas
- Españoles



## WORLD HERITAGE

En 1999, la UNESCO otorgó a Cuenca el título de Patrimonio Cultural de la Humanidad.

Nuevos premios han llevado a Cuenca a un lugar muy importante como:

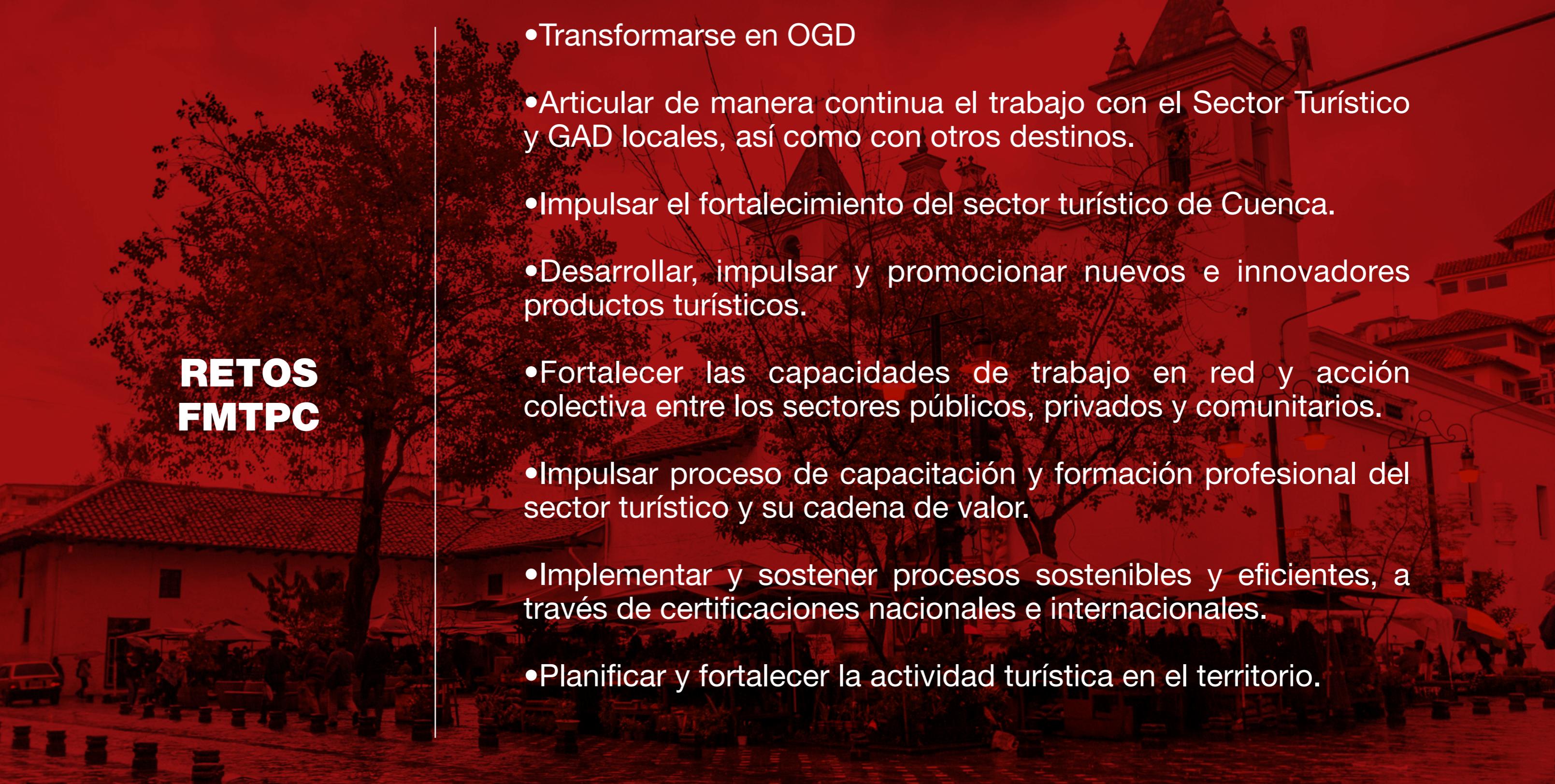
- Declaración del tejido de Paja Toquilla como Patrimonio Cultural Inmaterial de la Humanidad (2012);
- Declaración del Macizo del Cajas como Reserva Mundial de la Biosfera (2013);
- Sistema Camino Andino “Qhapaq Ñan” declarado Patrimonio Mundial de la Humanidad.
- Premio “Jean Paul-L’Allier”, Organización de Ciudades del Patrimonio Mundial, OCPM 2013
- En el 2020, como Ciudad Mundial de la Artesanía, por la World Craft Council.



## CERTIFICACIÓN INTERNACIONAL DE DESTINO TURÍSTICO SOSTENIBLE

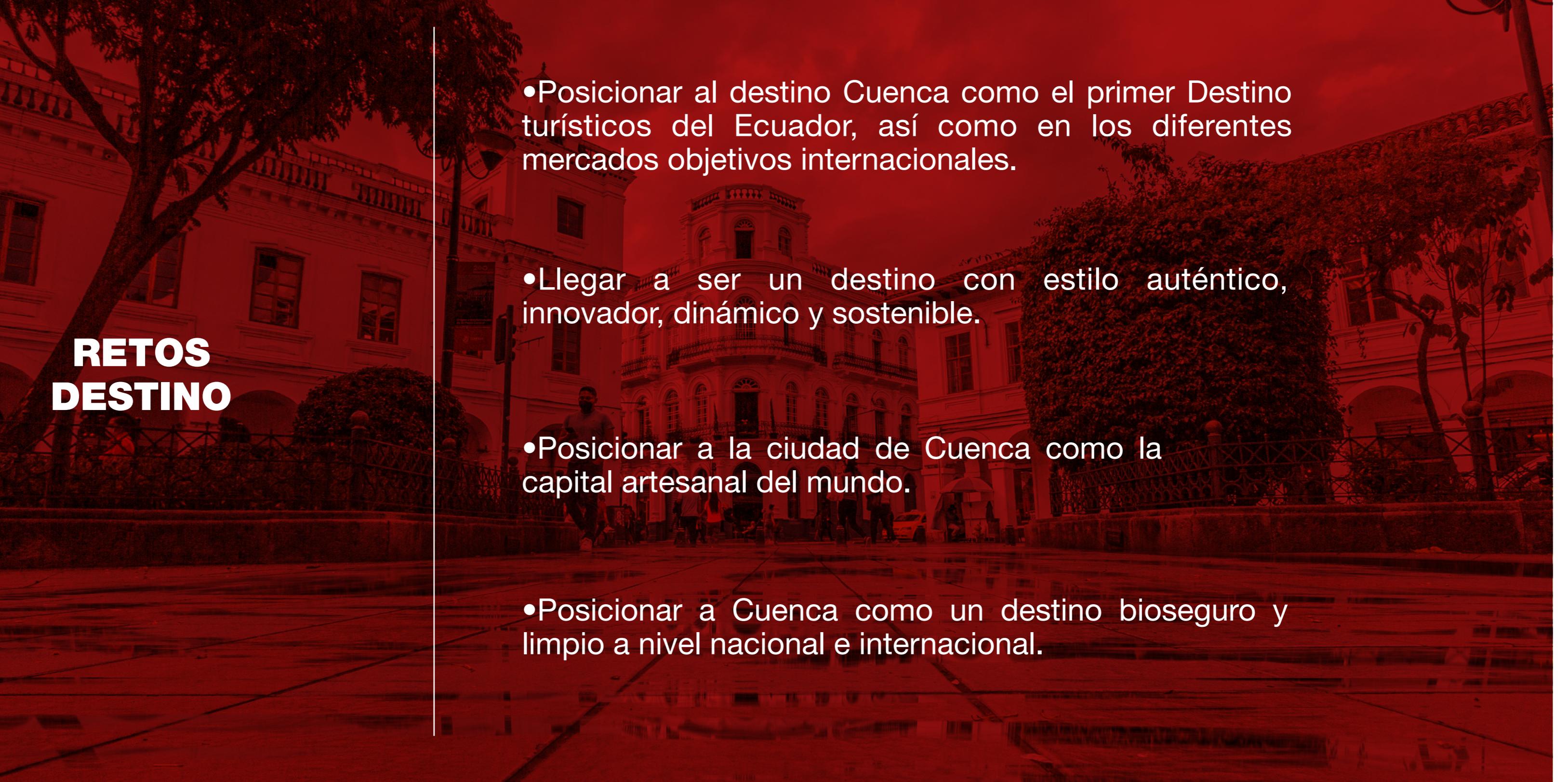
Consiste en la implementación de un sistema de mejora continua en la calidad de los servicios turísticos, poniendo en valor los esfuerzos integrales realizados por el GAD Municipal para que nuestro destino actúe bajo los lineamientos de la sostenibilidad así como la participación del sector turístico de la ciudad.

De esta manera nos convertimos en el primer destino Certificado por TourCert en Latinoamérica, reafirmando una vez más el espíritu innovador y pionero de los cuencanos.



## RETOS FMTPC

- Transformarse en OGD
- Articular de manera continua el trabajo con el Sector Turístico y GAD locales, así como con otros destinos.
- Impulsar el fortalecimiento del sector turístico de Cuenca.
- Desarrollar, impulsar y promocionar nuevos e innovadores productos turísticos.
- Fortalecer las capacidades de trabajo en red y acción colectiva entre los sectores públicos, privados y comunitarios.
- Impulsar proceso de capacitación y formación profesional del sector turístico y su cadena de valor.
- Implementar y sostener procesos sostenibles y eficientes, a través de certificaciones nacionales e internacionales.
- Planificar y fortalecer la actividad turística en el territorio.



## RETOS DESTINO

- Posicionar al destino Cuenca como el primer Destino turísticos del Ecuador, así como en los diferentes mercados objetivos internacionales.
- Llegar a ser un destino con estilo auténtico, innovador, dinámico y sostenible.
- Posicionar a la ciudad de Cuenca como la capital artesanal del mundo.
- Posicionar a Cuenca como un destino bioseguro y limpio a nivel nacional e internacional.



## PLANES Y PROYECTOS A FUTURO

Desde agosto de 2020, Cuenca cuenta con su PLAN DE TURISMO 2020-2024, actualizado, y en la cual se definen planes, programas y proyectos, con sus metas e indicadores para el seguimiento y evaluación.

### Programa 1: Optimización de Proceso de Gestión Institucional

- Capacitación continua
- Fortalecimiento institucional
- Diseño e implementación de la OGD



## PLANES Y PROYECTOS A FUTURO

### Programa 2: Desarrollo de Productos Turísticos

- Actualización del inventario turístico
- Programa de Acceso a Mercados Internacionales
- Aprovechamiento y gestión de recursos en el zona de la Biósfera del Macizo del Cajas.

### Programa 3: Programa cantonal de Marketing Turístico

- Plan Operativo de Marketing y promoción
- Plan Operativo de Marketing y promoción digital

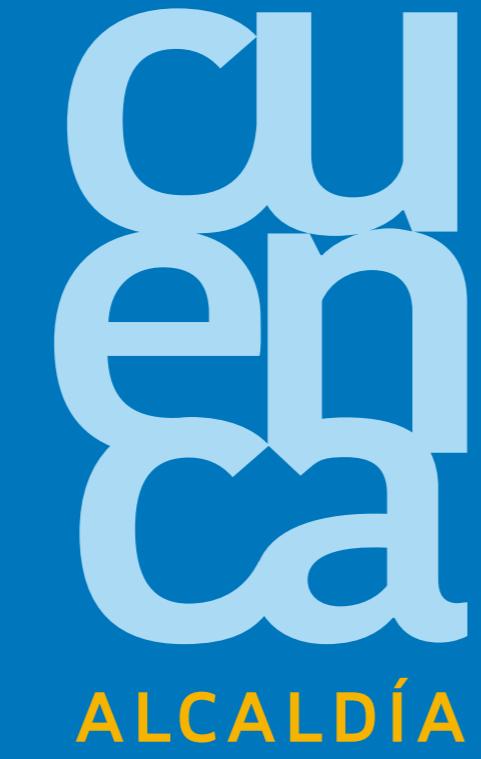


## Programa 4: Observatorio Turístico

- Plan de estadísticas para el turismo
- Análisis económico del turismo en Cuenca.
- Inteligencia de Mercados
- Indicadores coyunturales en la gestión turística:
- indicadores de sostenibilidad y calidad del destino.

## Programa 5: Programa de sostenibilidad y calidad turística

- Recertificación como Destino Tourcert.
- Plan de Seguridad Turística para el Cantón Cuenca.
- Plan de Gestión de Riesgos para el Sector del Turismo.
- Fortalecimiento de la cadena de valor turística y proyectos turísticos en la zona rural.
- Capacitación al sector turístico
- Estacionamiento para vehículo de turismo en el Centro Histórico
- Asumir las competencias de Regulación y Control.



# Buenos Aires, Beauty and Ancestral Land



**Ivan Hidalgo Picado  
Local Development Office Tourism  
Promoter**

Buenos Aires de Puntarenas, Costa Rica





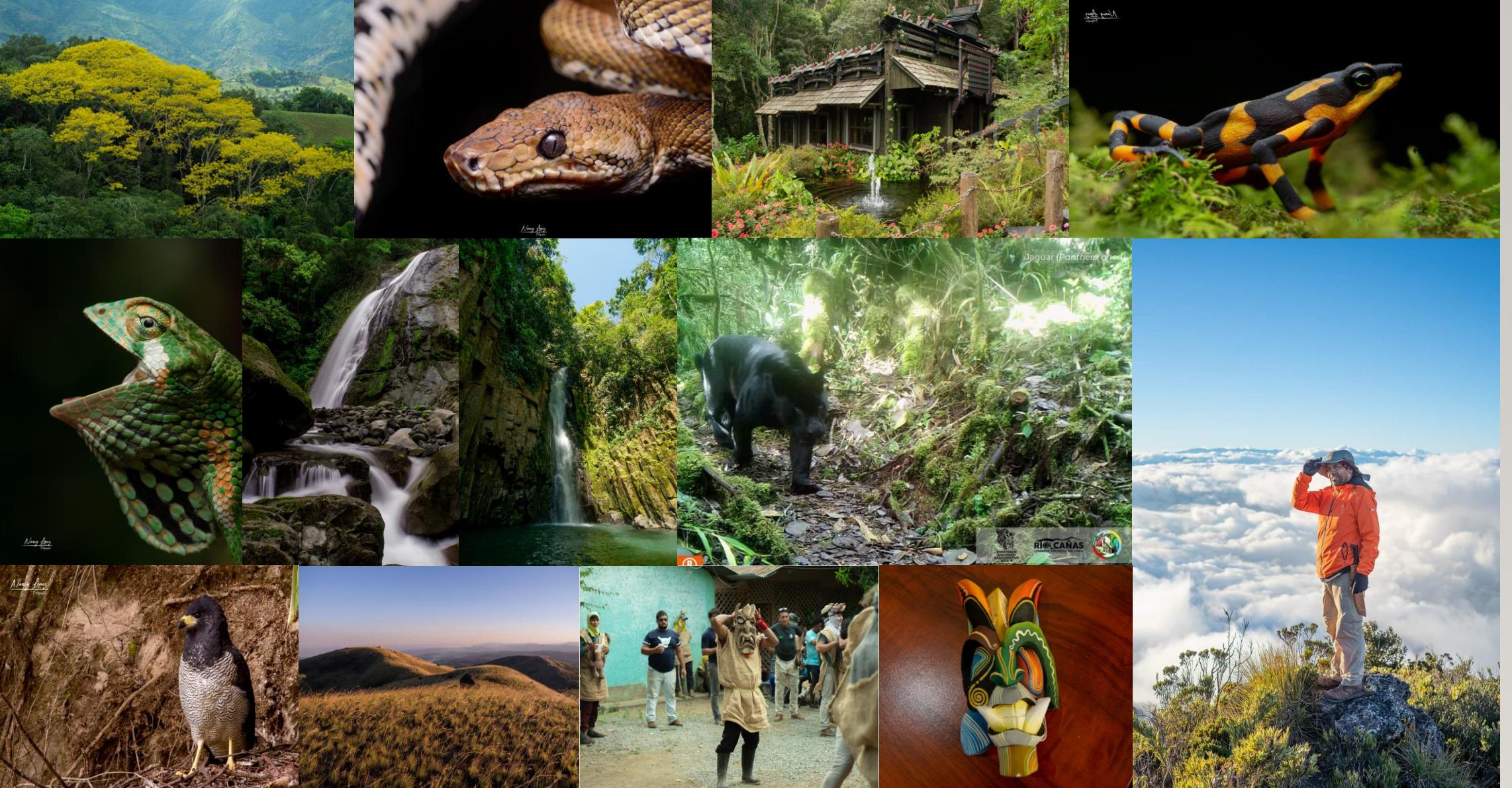
# BUENOS AIRES TOURISM OFFICE



***“Buenos Aires, Beauty and Ancestral Land”***



**“Working for the Canton that we want”**



# General Information

- ✓ Buenos Aires extension is 3284 km<sup>2</sup>
- ✓ Buenos Aires is Costa Rica's fourth biggest Canton
- ✓ We have 7 indigenous territories
- ✓ We have over 34 rivers, and many waterfalls
- ✓ La Amistad International Park crosses Buenos Aires,  
this give us many hills and mountains (1200 – 3500 meters Hight).
- ✓ Buenos Aires Biggest economy is represented by pineapple production.



# What do we offer?



Natural attractions



Indigenous Culture



Handicraft



Gastronomy



Innovative architecture



Stars Tour



Places to Stay



# Restaurants

# Needs

- ✓ Legalization



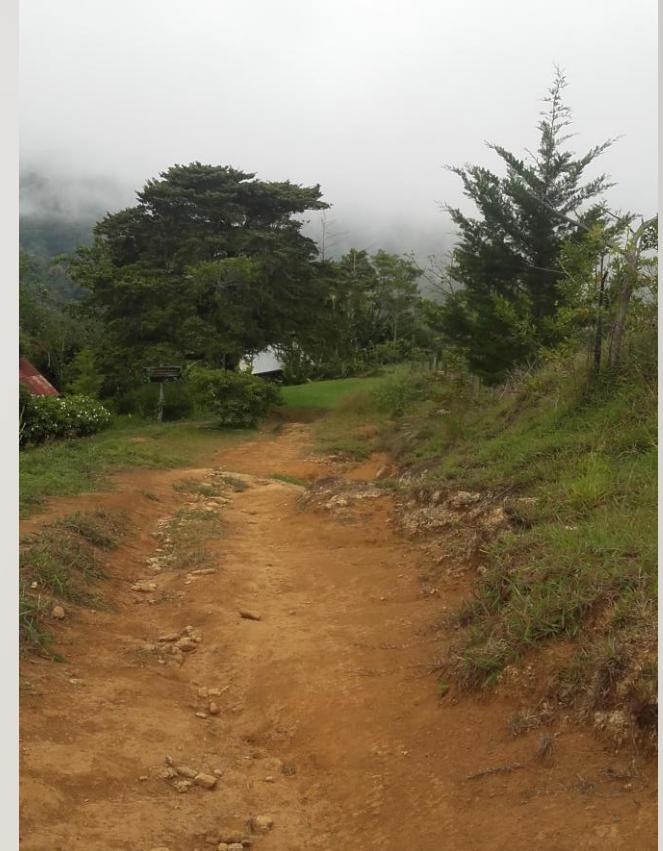
## ❖ Public Services and Connectivity



## ❖ Small Business maintenance and development



## ❖Road infrastructure



# ❖ Lettering



Web Screen

Agencia de Viajes y Turismo  
**EXPEDICIÓN COLOMBIA**

[INICIO] NUESTROS DESTINOS NOSOTROS OTROS SERVICIOS GALERÍA CONTÁCTENOS

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**THANK YOU  
FOR YOUR  
ATTENTION**

# PANEL DISCUSSION

## Experts Analysis & Matchmaking





**Ho-sun Chae**  
Officer for the Metaverse Seoul Team  
Seoul Metropolitan Government



**Hyukbin Kwon**  
Director of the Smart Tourism Team  
Seoul Tourism Organization



**Maria Engermann**  
CEO  
Mannd



**Karolini Pereira**  
Coordinator of Tourism  
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**Sumak Serrano**  
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Municipal Tourism Foundation  
Cuenca, Ecuador



**Ivan Hidalgo**  
Local Development Office  
Tourism Promoter  
Buenos Aires de Puntarenas, Costa Rica



**Tanya Aguilar**  
Project Director  
Tourism Development  
Mexico City, Mexico



# THANK YOU!

## POST-EVENT SURVEY



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