



<b>Title</b>	lurban.es
<b>Date</b>	<i>ongoing</i>
<b>Objective</b>	The objective is to develop an AI strategy for tourism destinations.
<b>Location /geographical coverage</b>	It is a startup located in Málaga city (Spain). However, works with <b>more than 300 municipalities</b> all over Spain.
<b>Organisation responsible for good practice</b>	lurban is a tech startup located in the Malaga technology park
<b>Stakeholders and Partners</b>	It has been nominated as the Best Artificial Intelligence solution for destinations by Segittur. Segittur is the state office responsible for promoting innovation (R+D+i) in the Spanish tourism sector, both in the public sector (new models and channels for promotion, management and creation of smart destinations, etc.) and in the private sector (support to entrepreneurs, new sustainable and more competitive management models, export of Spanish technology).
<b>Short summary</b>	The main objective is to provide an holistic AI environment for tourism destinations with specific tools.
<b>Impact</b>	lurban works with <b>more than 300 municipalities</b> all over Spain and has been nominated as the Best Artificial Intelligence solution for destinations by Segittur.
<b>Innovation</b>	lurban provides AI tools to attend the tourist in three main steps. <b>Prior to the tourist's visit</b> <b>During the tourist's visit</b> <b>After the tourist's visit</b>

<b>Lessons learned</b>	<i>Public-private cooperation is a key element.</i>
<b>Tools</b>	<p>Urban has some tools for each step:</p> <p><b>Prior to the tourist's visit</b></p> <ol style="list-style-type: none"> <li>1. Tourism web portal and webapps Web and webapp creation module with all the client's contents.</li> <li>2. Chatbot with GPT Module to answer any question on the website in 95 languages and attract tourists.</li> <li>3. Travel planner with GPT Personalization of the stay according to the type of traveler to attract more tourists.</li> </ol> <p><b>During the tourist's visit</b></p> <ol style="list-style-type: none"> <li>1. Office management with records and surveys Registration and surveys in all channels to obtain data from tourists.</li> <li>2. Cicerone Digital Informer with GPT "Paint" the room from a screen and show videos and photos of the resources.</li> <li>3. Digital Tourism Office and Information Points Outdoor supports when the office closes, and videowall to make an impact from the counter.</li> <li>4. Creation of audio guides, avatars and tours Add content with GPT by generating automated content and tours.</li> </ol> <p><b>After the tourist's visit</b></p> <ol style="list-style-type: none"> <li>1. CRM for tourism sending campaigns and Newsletter Send automated campaigns with your guidance, with a survey when they leave us or just to impact you.</li> <li>2. Dashboard intelligence tourist Cicerone</li> </ol>

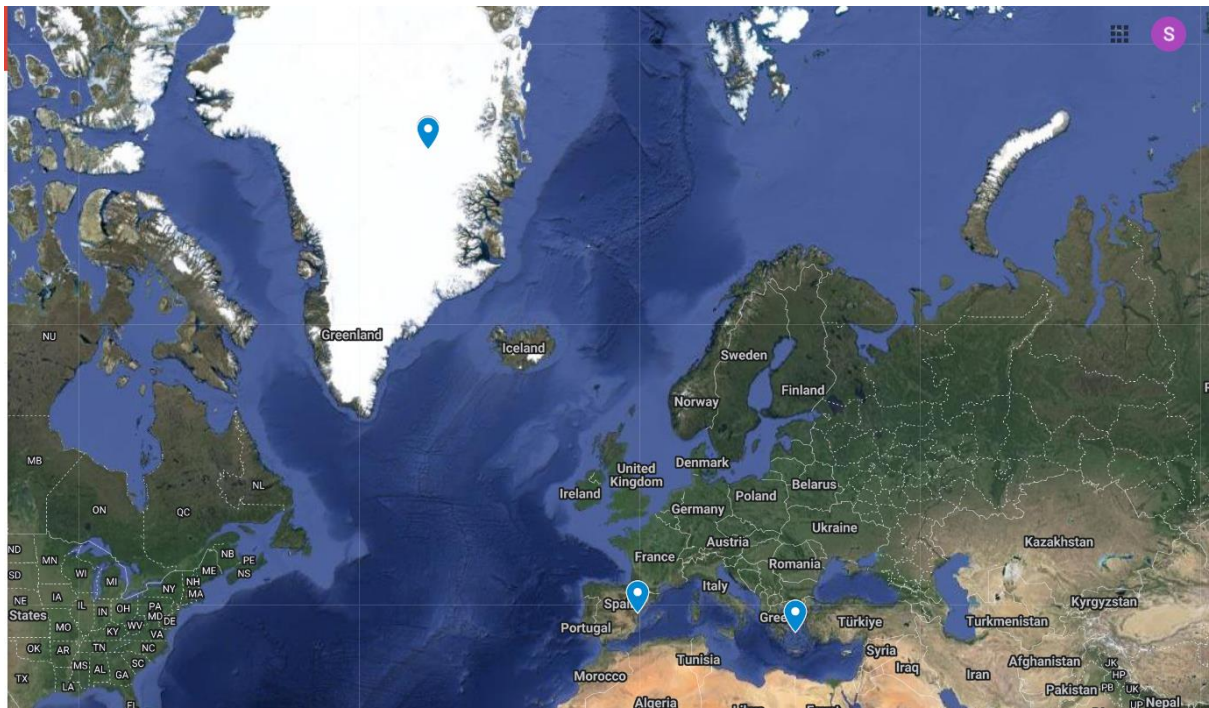
	Find out what 90% of tourists who don't pass through the office are doing with statistics from all channels.
<b>Sustainability</b>	IA tourist assistants help to develop the sustainability at the destination.
<b>Replicability and/or up-scaling</b>	<i>Replicability is the main purpose of this project in the sense that more municipalities will be involved.</i>
<b>Contact details</b>	<p>iUrban  Steve Jobs 27, Office 9  Technological Park  (Málaga) - C.P: 29590</p> <p><a href="tel:608763962">608 76 39 62</a>  <a href="mailto:info@iurban.es">info@iurban.es</a></p>
<b>Related Web site(s)</b>	<a href="http://www.iurban.es">www.iurban.es</a>
<b>Related resources that have been developed</b>	IA tools for tourism destinations.

**femxa**  NIUERNERMIK ILINNIARFIK



# SMARTOUR

## [Interactive map of good practices](#)



**SMARTOUR**

2023-1-DK01-KA220-VET-000151681

Web site:

E-Learning:



### DISCLAIMER

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Co-funded by the  
Erasmus+ Programme  
of the European Union

